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NATIONAL NEWS

IN

CANADIAN NEWSPAPERS

REPORT PRESENTED TO THE

ROYAL COMMISSION ON

BILINGUALISM AND BICULTURALISM

DONALD GORDON

MAY 66

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The twenty nine newspapers chosen for this study were selected in an effort to encompass the largest circulation total nationally and in each of Canada's five regions: British Columbia, the Prairie provinces, Ontario, Quebec and the Atlantic provinces. This meant regional quotas of three newspapers for British Columbia, six for the Prairies, nine for Ontario, seven for Quebec and four for the Atlantic provinces were assigned in an effort to take national shares of circulation into account. Then, within these quotas, the following individual newspapers were selected:

<u>Region and Newspaper</u>	<u>Circulation*</u>
<u>British Columbia:</u>	
Victoria Colonist	33,029
Vancouver Sun	237,294
Vancouver Times	50,746
<u>Prairie Provinces:</u>	
Edmonton Journal	126,107
Calgary Herald	81,215
Regina Leader-Post	61,086
Saskatoon Star-Phoenix	43,398
Winnipeg Free Press	124,992
Winnipeg Tribune	76,469
<u>Ontario:</u>	
Toronto Star	344,463
Toronto Telegram	225,621
Toronto Globe and Mail	230,156
London Free Press	117,527
Hamilton Spectator	114,193
Windsor Star	79,700
Kitchener-Waterloo Record	40,942
Ottawa Journal	70,200
Ottawa Le Droit	35,532

* Circulation figures are for total paid circulation excluding bulk subscriptions as published in Canadian Advertising, May-June, 1965, Vol. 38, No. 3, pp. 18-60. The standard base chosen averaged Monday-Friday figures -- an average usually slightly below the total for weekend issues or Saturday issues where applicable.

<u>Region and Newspaper</u>	<u>Circulation</u>
<u>Quebec:</u>	
Montreal La Presse	241,193
Quebec City Le Soleil	136,187
Sherbrooke La Tribune	46,513
Trois Rivières Le Nouvelliste	41,532
Montreal Le Devoir	46,163
Montreal Star	204,792
Montreal Gazette	133,085
<u>Atlantic Provinces:</u>	
Halifax Chronicle-Herald	68,616
Sydney-Cape Breton Post	27,111
St. John Telegraph-Journal	25,368
St. John's Telegram	16,761

An examination of such newspapers required, in turn, a number of rather arbitrary definitions and limitations. First, there was the question of what national news can reasonably be said to include. And then, there were the purely financial and physical problems of limiting the scope of the study to those parts of a newspaper most likely to produce fruitful information at reasonable cost within reasonable time.

So far as national news was concerned, the process of definition began with an effort to make use of the standard news agency "budget" lists transmitted each day to advise editors of the most important items due to be transmitted during their edition span. It was found however that such lists were not sufficient for our purposes because: (1) They often varied quite sharply on the various regional circuits of Canadian agencies; (2) They could not take all "breaking" news items into account; (3) They only dealt with the top ten or twelve news reports out of a total of up to 200; (4) Such lists could not take regional time differences into account, and (5) Handling by individual newspapers of "budget" items was not workably consistent.

Consequently, attention was then turned to a more empirical approach. An effort was made to secure definition of national news on a subjective basis with items qualifying when an established national figure or institution was involved. Preliminary sampling, however, ended this scheme almost at once when it was found that even among project workers there was no clear agreement on who or what qualified for "national" status.

So, finally, a mechanical definition was decided upon. National news was defined as information or events, apart from advertising, reported in any region of Canada outside of the region in which it was originally made available or occurred.* While such a definition leaves open the possibility of missing an event of potential national concern within a region, it was felt that some threshold of attention governing actual recognition of national concern should apply.

A number of categories of information published in newspapers were dismissed for the sake of simplicity, consistency or focus on political and economic importance. While probably one of our most reliable sources of common national attitudes, sports reports were dispensed with because they seldom -- NHL excesses notwithstanding -- impinge upon substantive issues or attitudes. Women's page, entertainment page and other special interest sections such as tennage, hobby, comic and TV listing pages were left out for similar reasons plus the fact that there are difficulties involved in tracing their source, estimating when they were transmitted, making accurate comparisons on the basis of column inch length and separating out non-Canadian from Canadian

* Such reports as speeches by a regional figure reported back to his home town or regional newspapers and not carried elsewhere were not included as national news.

material. Financial pages were left out because of the sharp imbalances involved in lists of quotations which are unrelated to city or regional emphases and the difficulty, again, in differentiating between daily news, publicity handouts and standup feature reports.

Short items used primarily as space fillers were also ignored. Since such items are mainly aids to mechanical neatness and seldom contain information of great or lasting significance, their omission was not considered to be likely to affect the accuracy of the broad survey. As a working rule, items of less than two column inches in length -- excepting bulletin matter and similarly important late news -- were left out.

What remained, then, was an array of some 600,000 column inches of type sharing the common characteristics of a Canadian dateline, probable transmission as daily news copy, publication in at least two of Canada's regions and representative of the basic profile of Canada available for publication on any given news day.

Assessment of such material, however, still required some weighting if a connection between output and potential impact was to be maintained. Clearly, a news report run on page one of a newspaper under a banner headline is likely to gain more attention than the same report buried among the classified advertisements under a single column heading. Such weighting is inevitably subjective, since individual reading habits vary widely, but for the purposes of this study it was related to readership surveys.*

* A selection of surveys of readership in individual newspapers and groups of newspapers in the United States was used, modified by the critical observations of several Canadian journalists.

On the basis of such surveys, a bonus was given for a limited number of item advantages. Reports appearing on the front page of a newspaper were given a bonus of 10%. Reports printed under a heading of two or more columns width were given a bonus of 5%. Reports on the editorial page or on a special page opposite the editorial page or on the front page of any inside section were given a bonus of 5%. Reports supplemented by an editorial were also given a bonus of 5%. And the main headline report of a day was automatically given the largest possible bonus, of 25%, since it invariably included the advantages of front page, plus top half, plus two column heading and frequently supporting editorial comment (10+5+5+5).

Finally, the information included in the study was divided into 15 broad subject categories and 49 sub-categories. The broad subject categories, while somewhat imprecise owing to the overlapping nature of some news reports, provided a framework within which differences of emphasis by individual newspapers and regions could be detected. The sub-categories dealt with various specific events within a category which could either distort overall totals -- as in the case of the Dorion enquiry, for example -- for a category if they were not ferreted out or could provide a specific case study to illustrate individual and regional preoccupations. The listing and definition of categories follows fairly general newspaper practice but is inescapably subjective.*

These were the categories and definitions chosen:

- (1) Federal Administration: Relatively non-political aspects of

* In preliminary assessments, five research assistants engaged in this study, independently assigned classifications to an assortment of unmarked news reports so that a broad consensus could be secured. All category listings in the study proper were then assigned by the author so that, at least, consistency of selection could be maintained.

governmental administration. These included reports on the cost of living and rates of unemployment, announcements of new postage stamps and RCMP uniforms and various rulings by public servants and administrative tribunals. As a rule of thumb, reports were assigned to this category when they were deemed to be of a nature likely to be handled in roughly the same way regardless of the party in power in Ottawa.

(2) Federal politics: Those items were primarily partisan political and included all happenings that had as their main emphasis the remarks, activities or policies of the Cabinet and opposition leaders, MPs, party professionals outside of Parliament or, as sometimes happened, Senators.

(3) Provincial politics: News items dealing primarily with political and administrative affairs within a province. Administrative and political aspects were combined since preliminary assessment indicated that a less sharp differentiation applied in the case of national news reports and, in many cases the two aspects were inextricably combined in single reports.

(4) Biculturalism: News items dealing with any aspect of relations between French and English speaking Canada and between English and French speaking individuals or groups in Canada.

(5) Crime and Legal: News reports involving the Judiciary and the courts, police forces and actual or alleged activity liable to prosecution. The range embraced judicial enquiries, regular court proceedings, reports of crimes and the multitudinous activities of lawyers in their roles as lawyers and not politicians.

(6) Natural disasters: Reports of fires, floods, earthquakes and similar happenings. Most notable were the Granduc, B.C., landslide, the Lasalle, Quebec, apartment explosion and the annual Red River flood.

(7) Business and Economic: Events primarily concerned with a description or comment upon Canadian economic development. Representative items included various speeches and press conferences by business, labour and professional leaders, reports on new factories or resource developments, progress reports on established business and industry, strikes and labour negotiations and various market reports outside of the financial section of a newspaper.

(8) Religion and education: Events and comments by persons associated with religious organizations or schools. These included various reports on church reform, items on teachers' working conditions, methods and salary negotiations and reports on new religious or educational techniques.

(9) Social: The broad range of human fads and foibles, reports on prominent non-political individuals, humorous "brighteners" and general items not clearly within the other categories selected.

(10) Agriculture: Information over the broad range of farming and ranching plus comments by or about persons in these occupations.

(11) Maritime: Items dealing with ships and shipping, ports, marine equipment and trade problems. Naval news, however, was allocated to the section on the Canadian armed services.

(12) Obituaries: Any news, as opposed to paid, announcement dealing with the death, burial and tributes directed towards persons rating national coverage.

(13) Foreign Affairs: Statements and comments upon Canadian foreign policy.

(14) Medicine and Science: Issues, inventions and comments about medical and associated professions and the various fields of scientific research.

(15) Services: Items dealing with the activities of the Canadian armed forces.

As noted, sub-categories were selected to illustrate a variety of subsidiary aspects of news handling or to anticipate possible distortion from major stress on an individual event within a category. These were selected as follows:

1A: Reports on the cost of living index: To illustrate the handling of basic statistical information.

1B: Stamp issues: To examine individual and regional variations of emphasis.

1C: Reports on the annual review of the Economic Council of Canada: To illustrate, together with content notations, variations in regional emphasis.

1D: Reports on levels of unemployment: To seek to determine if there were regional variations according to the nature of the economy of the region-- heavy industrial, farming, etc.

1E: The Sibley immigration case: To examine inter-regional and French-English handling of a mixed political-administrative issue.

1F: RCMP uniform changes: Primarily to determine if there were differences in coverage between English and French Canada and between provinces which do or do not use the RCMP for provincial police work.

2A: A reserve category as a check on computer reliability -- a reflection of the author's atavistic attitude towards machines. If any figures but 00.0 had been printed out, the machine would have erred. It didn't.

2B: Election speculation: To guard against imbalance in the overall category total from such stress during an election year.

2C: The federal budget: To seek to determine regional and individual variations in stress and, with notations, content.

2D: The cigarette advertising ban: To check on individual and regional variations.

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3A: Throne speech and budget: the Atlantic provinces: To check on national handling of a regional topic.

3B: Throne speech and budget: Quebec: As above.

3C: Throne speech and budget: Ontario: As above.

3D: Throne speeches and budgets: Prairie provinces: As above.

3E: Throne speech and budget: British Columbia: As above.

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4A: The Biculturalism Commission preliminary report: To examine individual and regional variations.

4B: The Canadian flag: To examine individual and regional variations and check against possible over-emphasis of one item.

4C: The Biculturalism Commission and the Ottawa municipal government: To examine regional and individual variations.

4D: The Saskatchewan school issue: To examine English-French handling of the issue.

4E: The Georgetown, Ont., School issue: As above.

4F: Victoria Day, including disturbances in Montreal: As above.

5A: The Dorion Enquiry: To check against category imbalance from this single item, given great emphasis across Canada.

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5B: Rivard: To examine, with annotations, English-French stress and content.

5C: Letendre, Rivard and the underworld plus the Canadian Press apology: To examine the possible impact of an erroneous report.

5D: The Dupuis hearings: For comparison with the Dorion coverage and to check against category imbalance.

5E: The Dorothy Cameron Gallery case: To check on regional and individual emphasis.

6A: The Granduc landslide: To check on regional and individual stress.

6B: The Lasalle, Quebec, explosion: For comparison with Granduc.

6C: Red River floods: For comparison as above.

7A: The Canada Pension Plan: Federal government aspects.

7B: The Canada Pension Plan: Business aspects, mainly the campaign by various private insurance companies.

7C: The Canada Pension Plan: Provincial aspects. The three categories, in turn, provided a check on imbalance in the category as a whole.

7D: The Windfall hearings: To examine regional and individual stress.

8A: United Church reform proposals: To examine regional and individual stress.

8B: Teachers' strikes and salary negotiations: To examine regional and individual and English-French variations.

8C: Cardinal Roy to Quebec: To compare English-French coverage.

8D: Nazi-oriented teacher in Quebec: as above.

8E: Atheists denied citizenship: as above plus individual and regional variations in stress and, with annotations, content.

9A: The centennial symbol: To examine regional and individual variations.

9B: Governor General Vanier's birthday: To examine English-French variations.

10A: Wheat sale announcements: To examine individual and regional variations.

10B: Wheat price cuts: To examine regional and individual variations.

11A: The SIU and trustees: To check against imbalance in the category.

12A: Sir Winston Churchill tributes: To remove material which, while of Canadian origin, was not specifically concerned with immediate Canadian affairs from a primarily Canadian category.

13A: Viet Nam: To check on imbalance in the category as a whole.

14A: Medicare: To check against imbalance in the category as a whole.

14B: Research on a cancer drug: To check on individual and regional stress.

15A: The Canadian Cyprus force: To check on individual and regional stress.

15B: RCAF rank changes: To examine individual and regional variations in emphasis.

15C: Navy tests of hydrofoil and seasickness pills: To examine individual and regional variations in emphasis.

The actual checking and processing of material falling within the national news definition and outside the areas of exclusion cited was undertaken in two stages. First individual reports in each newspaper were measured and weighted and listed on master cards prepared for each publication day. An indication of time lag (between 0 and 9 days) was also appended on the basis of the first appearance of a report in any one of the newspapers surveyed. And an indication of supporting editorial comment was also given.

These master sheets, in turn, were checked and numerical indication of category attached to each topic listed -- an average day included 25-35 national news reports. Additional observations, dealt with in the concluding section of this report, on such distorting factors as transcendent news events (the death of Sir Winston Churchill), regional vagaries in headlines

or expressed attitude, regional holidays (St. Jean Baptiste Day) and other supporting information was also written in.

Then the master sheets were turned over to a key punch operator for coding for computer handling. A 20-digit code was established as follows:

000	00	00	0	000.0	000.0	0	0
Date	Newspaper	Category	Sub-category	Length	Time lag	Editorial	comment

Thus, for example, a card reading

A18/19/02/B/028.4/000.0/0/1

would be based on a master sheet cell indicating that on January 18 (A18) the Montreal la Presse (19) carried a report on federal politics (02) dealing with election speculation (B) that had a weighted length of 28.4 column inches and was published on the day the report was made available (0) with a supporting editorial (1).

Two further points about this code should be explained. In the length section, it will be noted that there are two five-digit spaces (000.0 000.0). The first column was used when a report was printed on the day of availability for publication, the second when there was a time lag of any kind. This procedure facilitated the sorting of totals for current and time lag items with the following single digit indicating the one to nine day delay involved. Secondly, arbitrary cut-off points were built into the system for the sake of ease, speed and economy. Only two reports during the whole period studied were more than 1,000 column inches long -- both in the Montreal Star -- and so, on the basis of the first three months of measurement, it was decided to allow for totals up to 999.9 column inches. And no instances of delay of more than nine days were found so this column was kept for similar reasons to a single figure.*

* Details of the actual computer retrieval programme are to be found in Appendix A.

Erratum:

Unfortunately, vagaries in mail delivery, possible mishandling on receipt or other factors meant that issues of newspapers were not included in this study. It proved to be impossible to secure replacement copies in most cases since most Canadian newspapers transfer their issues to microfilm shortly after publication and a kind offer of assistance by Commission staff in Ottawa did not carry through to actual measured reports.

However, in view of the fact that these represented a margin of error of .7% and the issues themselves were not deliberately chosen for omission, it is felt that the basic validity of this study remains intact. A list of missing issues is included in Appendix B.

Another possible source of error lay in the transfer of figures from master sheets to IBM 5081 cards. These cards were punched out by an operator and then verified with a simulated re-punch at a later date. As a result, trial runs indicated that there was an error factor of less than $\frac{1}{2}\%$ of all cards punched -- roughly 40,000. It was not deemed to be economically practical to carry checking beyond this point.

Finally, it was not discovered until after the study was well advanced that the St. John's, Newfoundland, Telegram was published six times a week. By initial ordering error a Monday-Friday subscription was entered with the newspaper. Thus, figures on the St. John's paper are approximately 18% lower than they should be for the full week's run.

SECTION I: BASIC RESULTS

The raw material of this study made possible a computer program designed to give a variety of selected results indicating patterns of individual and regional emphasis in Canadian newspapers. These are dealt with in the following order in this section:

- (1) Column inch totals of material checked in 29 daily newspapers.
- (2) Column inch averages of material checked in five regions of Canada.
- (3) Category totals of material checked in 29 daily newspapers.
- (4) Category totals of material checked in five regions of Canada.
- (5) Sub-category totals of material checked in 29 daily newspapers.
- (6) Sub-category totals of material checked in five regions of Canada.
- (7) Category totals of material checked in English and French newspapers.
- (8) Sub-category totals of material checked in English and French newspapers.
- (9) Cumulative time lag in publishing material by 29 daily newspapers.
- (10) Category time lag in publishing material in 29 daily newspapers.
- (11) Cumulative time lag in publishing material in five regions of Canada.
- (12) Category time lag in publishing material in five regions of Canada.
- (13) Editorial comment by categories in 29 daily newspapers.
- (14) Editorial comment by categories in five regions of Canada.

It is to these results in order that we now turn:

A -- TABLES AND CATEGORIES

Result 1: Column inch totals of material checked in 29 daily newspapers

The gross figures for this study added up to a weighted cumulative total of 634,594.7 column inches. This represented a median average of 21,882.6.

column inches per newspaper during the period of January 11-June 30, 1965 under examination. Individual newspaper results were as follows in order of totals:

Table 1: Ranking of daily newspapers according to cumulative weighted total information:

<u>Newspaper</u>	<u>Col. in. weighted copy</u>	
1. Montreal Star	36,180.8	
2. Montreal La Presse	32,869.1	
3. Toronto Globe and Mail	32,481.1	
4. Toronto Star	28,003.6	
5. London Free Press	27,091.9	
6. Toronto Telegram	26,116.1	
7. Quebec City Le Soleil	25,667.2	
8. Kitchener-Waterloo Record	24,993.0	
9. Windsor Star	24,600.9	
10. Regina Leader-Post	24,186.5	
11. Hamilton Spectator	23,767.8	
12. Ottawa Le Droit	23,621.2	
13. Ottawa Journal	23,465.5	
14. Montreal Gazette	23,151.9	
15. Saskatoon Star-Phoenix	22,549.9	above median
16. Vancouver Sun	21,797.1	below median
17. Montreal Le Devoir	21,598.8	
18. Calgary Herald	21,180.0	
19. Winnipeg Free Press	19,820.2	
20. Winnipeg Tribune	19,092.6	
21. Edmonton Journal	17,763.1	
22. Sherbrooke La Tribune	16,479.9	
23. Victoria Colonist	16,369.4	
24. Trois Rivieres Nouvelliste	16,355.7	
25. Halifax Chronicle Herald	16,047.3	
26. Sydney-Cape Breton Post	15,929.0	
27. Vancouver Times	14,227.3	
28. St. John Telegraph-Journal	12,403.2	
29. St. John's Telegram	8,006.8	(6,784.6)*

* Corrected figure on basis of 18% content increase.

In themselves, these figures contain some surprises. When ranged alongside circulation figures current for the period under study, it becomes clear that circulation does not in fact bear any direct relationship to the actual volume of information made available to readers.

Table 2: Ranking of daily newspapers according to circulation (with weighted total of column inches of information carried in brackets):

<u>Newspaper</u>	<u>Circulation</u>	<u>Col. in. weighted copy</u>
1. Toronto Star	344,463	(28,003.6)
2. Montreal La Presse	241,193 /	(32,869.1)
3. Vancouver Sun	237,294	(21,797.1)
4. Toronto Globe and Mail	230,156	(32,481.1)
5. Toronto Telegram	225,621	(26,116.1)
6. Montreal Star	204,792 /	(36,180.8)
7. Quebec City Le Soleil	136,187	(25,667.2)
8. Montreal Gazette	133,085 /	(23,151.9)
9. Edmonton Journal	126,107	(17,763.1)
10. Winnipeg Free Press	124,992	(19,820.2)
11. London Free Press	117,527	(27,091.9)
12. Hamilton Spectator	114,193	(23,767.8)
13. Calgary Herald	81,215	(21,180.0)
14. Windsor Star	79,700	(24,600.9)
15. Winnipeg Tribune	76,469	(19,092.6)
16. Ottawa Journal	70,200	(23,465.5)
17. Halifax Chronicle-Herald	68,616	(16,047.3)
18. Regina Leader-Post	61,086	(24,186.5)
19. Vancouver Times	50,746	(14,227.3)
20. Sherbrooke La Tribune	46,513	(16,479.9)
21. Montreal Le Devoir	46,163	(21,598.8)
22. Saskatoon Star-Phoenix	43,398	(22,549.9)
23. Trois Rivieres Le Nouvelliste	41,532	(16,355.7)
24. Kitchener-Waterloo Record	40,942	(24,993.0)
25. Ottawa Le Droit	35,532	(23,621.2)
26. Victoria Colonist	33,029	(16,369.4)
27. Sydney-Cape Breton Post	27,111	(15,929.0)
28. St. John Telegraph-Journal	25,368	(12,403.2)
29. St. John's Telegram	16,761	(8,006.8) (6,784.6)*

* Corrected figure on basis of 18% content increase.

From this table, in turn, a numerical weighting can be calculated in round figures for direct comparison among individual newspapers. When the gross cumulative weighted total of copy in even thousands is placed over circulation in even thousands and multiplied by 100, the 29 newspapers studied provide this indication of comparative availability of information related to circulation:

Table 3: Information/Circulation ratio for 29 Canadian daily newspapers.

1.	Ottawa Le Droit	66.6
2.	Kitchener-Waterloo Record	60.9
3.	Sydney-Cape Breton Post	59.6
4.	Saskatoon Star-Phoenix	53.5
5.	Victoria Colonist	48.5
6.	St. John Telegraph-Journal	48.0
7.	Montreal Le Devoir	47.8
8.	St. John's Telegram	47.1*
9.	Regina Leader-Post	39.3
10.	Trois Rivieres Nouvelliste	38.1
11.	Sherbrooke La Tribune	36.2
12.	Ottawa Journal	32.9
13.	Windsor Star	31.3
14.	Vancouver Times	27.4
15.	Calgary Herald	25.9
16.	Winnipeg Tribune	25.3
17.	Halifax Chronicle-Herald	23.2
18.	London Free Press	22.9
19.	Hamilton Spectator	21.1
20.	Quebec City Le Soleil	19.1
21.	Montreal Star	17.6
22.	Montreal Gazette	17.3
23.	Winnipeg Free Press	16.0
24.	Edmonton Journal	14.3
25.	Toronto Globe and Mail	13.9
26.	Montreal La Presse	13.6
27.	Toronto Telegram	11.5
28.	Toronto Star	8.1
29.	Vancouver Sun	8.0

* Based on corrected estimate of 8,006.8 col. in. With the uncorrected figure, the rating would have been 41.2.

Certain other variables such as possible stress on foreign and local news and the expansion of staff and facilities to provide specialist coverage have to be taken into account, but it is clear from these first results that the classic newspaper equation is at least qualified. It has been argued repeatedly that circulation is necessary to attract advertising and advertising plus circulation revenue are necessary before coverage can be expanded upon. Yet, in gross terms, a number of newspapers with relatively modest circulations actually offer more information than their larger brothers. The Vancouver Sun with a circulation of 237,294 printed a weighted

total of 21,797 column inches of national news. This was a total exceeded by 13 other papers in the sample which had smaller circulations, including the Ottawa Le Droit with a circulation of only 35,532. In the case of the Edmonton Journal, twelve newspapers with smaller circulations carried more copy during the period studied.

In most instances, this apparent discrepancy is explained by reference to newspaper practices in the use of news agency copy. Most of the newspapers with relatively small circulation and a high total of column inch coverage relied heavily on agency copy and had few, if any, specialist reporters of their own. But, so far as readers access to a basic report on national affairs was concerned, they had an edge over all but the largest metropolitan dailies. Quantity can be tempered by considerations of quality, but not to its complete exclusion.

Result 2: Column inch median average in the five Canadian regions.

The averages of weighted column inch information available in the five regions of Canada provided these results:

Table 4: Regional averages.

<u>Region</u>	<u>Average col. in.</u>
British Columbia	17,464.6
Prairie Provinces	20,765.4
Ontario	26,015.7
Quebec	24,614.8
Atlantic Provinces	13,096.6
French Language news-papers	22,756.0

Two points emerge from these average figures. First, the volume of weighted column inch coverage decreases as the distance from the main Toronto transmission center increases. And secondly, the average for French

Language newspapers is larger than that of all but the Ontario region. It remains to be seen, however, whether such averages are the result of distance, population concentrations, the rival pulls of American attractions on the periphery or the imbalance of the large metropolitan newspapers in Toronto and Montreal.

Result 3: Category totals of material checked in 29 daily newspapers.

This compilation serves to indicate the broad terms of emphasis that apply in each of the 15 categories of national news devised for this study. The results are refined and qualified by reference to the section following on sub-categories.

Category results were as follows:

Table 5: Category 1: Federal administration:

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Montreal Star	1,448.9
2. London Free Press	1,390.9
3. Toronto Globe and Mail	1,237.6
4. Regina Leader-Post	1,186.4
5. Saskatoon Star-Phoenix	1,164.0
6. Winnipeg Tribune	1,083.8
7. Kitchener-Waterloo Record	1,066.6
8. Winnipeg Free Press	1,052.5
9. Windsor Star	983.5
10. Ottawa Journal	971.9
11. Sydney-Cape Breton Post	964.4
12. Calgary Herald	949.7
13. Ottawa Le Droit	940.6
14. Hamilton Spectator	883.2
15. Toronto Star	869.3
16. Halifax Chronicle-Herald	854.9
17. Montreal Gazette	848.0
18. Vancouver Times	844.9
19. Montreal La Presse	828.2
20. Vancouver Sun	721.8
21. Edmonton Journal	705.8
22. Montreal Le Devoir	697.7
23. Toronto Telegram	640.5
24. St. John Telegraph-Journal	581.7
25. Quebec City Le Soleil	556.1
26. Victoria Colonist	514.3
27. Sherbrooke La Tribune	487.6
28. Trois Rivieres Nouvelliste	409.3
29. St. John's Telegram	367.8* (311.7)

* Weighted figure as above.

Clearly, very wide variations in emphasis applied to this category. Again circulation did not seem to be a relevant factor in such selection, since the larger circulation newspapers were in fact scattered more or less randomly through the list. Regional interest, however, did seem to apply -- as can be noted when the papers are grouped and totalled in regional combinations:

Table 6: Regional groupings and totals, Category 1.

<u>Newspaper and region</u>	<u>Weighted col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	721.8		
2. Vancouver Times	844.9		
3. Victoria Colonist	514.3	2,081.0	693.7
Prairie Provinces:			
1. Edmonton Journal	705.8		
2. Calgary Herald	949.7		
3. Regina Leader-Post	1,186.4		
4. Saskatoon Star-Phoenix	1,164.0		
5. Winnipeg Free Press	1,052.5		
6. Winnipeg Tribune	1,083.8	6,142.2	1,023.7
Ontario:			
1. Toronto Star	869.3		
2. Toronto Telegram	640.5		
3. Toronto Globe and Mail	1,237.6		
4. London Free Press	1,390.9		
5. Hamilton Spectator	883.2		
6. Windsor Star	983.5		
7. Ottawa Journal	971.9		
8. Kitchener-Waterloo Record	1,066.6		
9. Ottawa Le Droit	940.6	8,984.1	998.2
Quebec:			
1. Montreal La Presse	828.2		
2. Quebec City Le Soleil	556.1		
3. Sherbrooke La Tribune	487.6		
4. Trois Rivieres Nouvelliste	409.3		
5. Montreal Le Devoir	697.7		
6. Montreal Star	1,448.9		
7. Montreal Gazette	848.0	5,275.8	753.7

Table 6: (cont'd.)

<u>Newspaper and region</u>	<u>Weighted col. in.</u>	<u>Regional total</u>	<u>Average</u>
Atlantic Provinces:			
1. Halifax Chronicle-Herald	854.9		
2. Sydney-Cape Breton Post	964.4		
3. St. John Telegraph-Journal	581.7		
4. St. John's Telegram	367.8* (311.7)	2,768.8	692.2
<hr/>			
French Language newspapers		3,919.5	653.2
English Language newspapers		21,332.4	927.5

* Weighted figure. Averages calculated for the region were based on this total.

In Category 1, then, it is clear that emphasis on the affairs of the federal government in its routine administration was greatest on the Prairies and Ontario and least in the Atlantic provinces and Quebec. Further, the spread between English and French language newspapers showed that English language newspapers as a whole carried 42% more material than French language ones.

Table 7: Category 2: Federal politics

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Montreal Star	8,746.9
2. Toronto Globe and Mail	7,628.3
3. Montreal La Presse	7,331.8
4. London Free Press	7,046.3
5. Kitchener-Waterloo Record	6,906.5
6. Regina Leader-Post	6,806.3
7. Ottawa Journal	6,797.1
8. Windsor Star	6,581.8
9. Toronto Star	6,576.4
10. Quebec City Le Soleil	6,574.9
11. Hamilton Spectator	6,492.6
12. Ottawa Le Droit	6,458.6
13. Toronto Telegram	6,280.5
14. Saskatoon Star-Phoenix	6,072.6
15. Montreal Gazette	6,023.2
16. Calgary Herald	5,704.9
17. Winnipeg Free Press	5,524.7
18. Montreal Le Devoir	5,195.7
19. Winnipeg Tribune	5,000.5
20. Edmonton Journal	4,915.3
21. Halifax Chronicle-Herald	4,656.4

Table 7: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. in.</u>
22.	Sherbrooke La Tribune	4,603.5
23.	Sydney-Cape Breton Post	4,579.8
24.	Vancouver Sun	4,577.0
25.	Trois Rivieres Nouvelliste	4,456.6
26.	St. John Telegraph-Journal	4,044.8
27.	Victoria Colonist	3,953.8
28.	Vancouver Times	3,274.8
29.	St. John's Telegram	2,833.8* (2,401.5)

* Weighted figure as above.

In Category 2 there was a somewhat closer correlation between circulation and the amount of information published. Seven of the first twelve newspapers ranked according to volume of weighted information were among the first twelve newspapers by circulation. But, at the same time, regional emphasis varied:

Table 8: Regional groupings and totals, Category 2.

	<u>Newspaper and region</u>	<u>Weighted col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:				
1.	Vancouver Sun	4,577.0		
2.	Vancouver Times	3,274.8		
3.	Victoria Colonist	3,953.8	11,805.6	3,935.2
Prairie Provinces:				
1.	Edmonton Journal	4,915.3		
2.	Calgary Herald	5,704.9		
3.	Regina Leader-Post	6,806.3		
4.	Saskatoon Star-Phoenix	6,072.6		
5.	Winnipeg Free Press	5,524.7		
6.	Winnipeg Tribune	5,000.5	34,024.3	5,670.7
Ontario:				
1.	Toronto Star	6,576.4		
2.	Toronto Telegram	6,280.5		
3.	Toronto Globe and Mail	7,628.3		
4.	London Free Press	7,046.3		
5.	Hamilton Spectator	6,492.6		
6.	Windsor Star	6,581.8		
7.	Ottawa Journal	6,797.1		
8.	Kitchener Waterloo Record	6,906.5		
9.	Ottawa Le Droit	6,458.6	60,768.1	6,752.0

Table 8: (cont'd.)

<u>Newspaper and region</u>	<u>Weighted col. in.</u>	<u>Regional total</u>	<u>Average</u>
Quebec:			
1. Montreal La Presse	7,331.8		
2. Quebec City Le Soleil	6,574.9		
3. Sherbrooke La Tribune	4,603.5		
4. Trois Rivières Nouvelliste	4,456.6		
5. Montreal Le Devoir	5,195.7		
6. Montreal Star	8,746.9		
7. Montreal Gazette	6,023.2	42,932.6	6,137.2
Atlantic Provinces:			
1. Halifax Chronicle-Herald	4,656.4		
2. Sydney-Cape Breton Post	5,579.8		
3. St. John Telegraph-Journal	4,044.8		
4. St. John's Telegram	2,833.8*	(2,401.5)17,114.8	4,278.7
<hr/>			
French Language newspapers		34,621.1	5,770.1
English Language newspapers		132,024.3	5,740.2

* Weighted figure. Averages calculated for the region were based on this total.

In Category 2, emphasis on federal politics was greatest in Ontario and Quebec and least in British Columbia and the Atlantic Provinces. Between English and French language newspapers, however, there was no significant difference in the average amount of weighted coverage. Qualitative differences, which were quite considerable between newspapers in the two languages, are discussed at the end of this study.

Table 9: Category 3: Provincial politics.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Quebec City Le Soleil	5,153.0
2. Montreal La Presse	4,696.8
3. Montreal Star	3,616.4
4. Montreal Le Devoir	3,579.6
5. Trois Rivières Nouvelliste	3,422.2
6. Toronto Globe and Mail	2,745.3
7. Ottawa Le Droit	2,738.9
8. Montreal Gazette	2,511.4
9. London Free Press	2,128.5
10. Sherbrooke La Tribune	1,892.4
11. Toronto Star	1,854.5

Table 9: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. in</u>
12.	Hamilton Spectator	1,585.5
13.	Windsor Star	1,573.8
14.	Ottawa Journal	1,499.2
15.	Vancouver Sun	1,425.3
16.	Regina Leader-Post	1,337.9
17.	Kitchener-Waterloo Record	1,262.7
18.	Toronto Telegram	1,202.2
19.	Victoria Colonist	1,195.4
20.	Vancouver Times	1,153.6
21.	Saskatoon Star Phoenix	1,105.0
22.	Edmonton Journal	993.6
23.	Winnipeg Free Press	965.8
24.	Calgary Herald	913.4
25.	Winnipeg Tribune	830.4
26.	Halifax Chronicle-Herald	808.8
27.	Sydney-Cape Breton Post	725.4
28.	St. John Telegraph-Journal	542.9
29.	St. John's Telegram	311.5* (264.0)

*Weighted figure as above.

The emphasis in this category appears to be influenced by two considerations. First, Quebec's burst of political activity is mirrored by the fact that all seven Quebec newspapers and the Ottawa Le Droit rank in the first ten newspapers by volume of weighted column inches. Secondly, provinces where political activity has recently been relatively muted -- those with no immediate provincial election in prospect, those with settled administrations and those where opposition is relatively inactive -- ranked very low on the scale. The range is also remarkably wide, from a top weighted figure of 5,153.0 column inches to a low of 311.5.

Tabulation by regions serves to emphasize these indications:

Table 10: Regional Groupings and Totals, Category 3.

	<u>Newspaper and region</u>	<u>Weighted col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:				
1.	Vancouver Sun	1,425.3		
2.	Vancouver Times	1,153.6		
3.	Victoria Colonist	1,195.4	3,774.3	1,258.1

Table 10: (cont'd.)

<u>Newspaper and region</u>	<u>Weighted col. in.</u>	<u>Regional total</u>	<u>Average</u>
Prairie Provinces:			
1. Edmonton Journal	993.6		
2. Calgary Herald	913.4		
3. Regina Leader-Post	1,337.9		
4. Saskatoon Star-Phoenix	1,105.0		
5. Winnipeg Free Press	965.8		
6. Winnipeg Tribune	830.4	6,146.1	1,024.4
Ontario:			
1. Toronto Star	1,854.5		
2. Toronto Telegram	1,202.2		
3. Toronto Globe and Mail	2,745.3		
4. London Free Press	2,128.5		
5. Hamilton Spectator	1,585.5		
6. Windsor Star	1,573.8		
7. Ottawa Journal	1,499.2		
8. Kitchener-Waterloo Record	1,262.7		
9. Ottawa Le Droit	2,738.9	16,590.6	1,843.9
Quebec:			
1. Montreal La Presse	4,696.8		
2. Quebec City Le Soleil	5,153.0		
3. Sherbrooke La Tribune	1,892.4		
4. Trois Rivières Nouvelliste	3,422.2		
5. Montreal Le Devoir	3,579.6		
6. Montreal Star	3,616.4		
7. Montreal Gazette	2,511.4	24,871.8	3,553.1
Atlantic Provinces:			
1. Halifax Chronicle-Herald	808.8		
2. Sydney-Cape Breton Post	725.4		
3. St. John Telegraph-Journal	542.9		
4. St. John's Telegram	311.5* (264.0)	2,388.6	597.2
<hr/>			
French Language newspapers		21,482.9	3,580.5
English Language newspapers		32,688.5	1,421.2

* Weighted figure. Averages calculated for the region were based on this total.

The purely provincial, as opposed to regional differentials are revealed when these figures are broken down further for the Prairie Provinces:

Table 11: Prairie provincial breakdown, Category 3.

<u>Province</u>	<u>Average weighted col. in.</u>
Alberta	953.5
Saskatchewan	1,221.5
Manitoba	898.0

In Saskatchewan, slightly more intensive coverage of provincial politics -- in and out of the province -- was accounted for in part by the fact that there had been a change of government. At that, comparison with Ontario and Quebec averages 1,843.9 and 3,553.1 respectively, underlines the relative paucity of Prairie as well as Atlantic province coverage.

And the contrast between English language and French language emphasis in the category indicates that French language newspapers ran 252% more weighted column inches of copy.

Table 12: Category 4: Biculturalism.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Montreal La Presse	5,908.5
2. Montreal Star	4,955.7
3. Ottawa Le Droit	4,283.7
4. Quebec City Le Soleil	3,496.7
5. Montreal Le Devoir	3,442.8
6. Toronto Globe and Mail	2,933.4
7. Montreal Gazette	2,564.0
8. Kitchener-Waterloo Record	2,225.1
9. Ottawa Journal	2,103.0
10. Toronto Star	2,021.8
11. Saskatoon Star-Phoenix	1,927.1
12. Regina Leader-Post	1,883.0
13. Hamilton Spectator	1,834.3
14. Sherbrooke La Tribune	1,820.2
15. Calgary Herald	1,769.2
16. Windsor Star	1,716.6
17. London Free Press	1,654.0
18. Winnipeg Free Press	1,548.2
19. Edmonton Journal	1,514.9
20. Trois Rivieres Nouvelliste	1,485.0
21. Toronto Telegram	1,421.6
22. Winnipeg Tribune	1,376.5
23. Sydney-Cape Breton Post	1,356.9

Table 12: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. in.</u>
24.	Halifax Chronicle-Herald	1,302.3
25.	Vancouver Sun	1,154.3
26.	Victoria Colonist	1,095.1
27.	St. John Telegraph-Journal	882.4
28.	Vancouver Times	596.5
29.	St. John's Telegram	496.1* (420.4)

* Weighted figure as above.

Again a remarkably wide range emerged in this category with primary emphasis on biculturalism provided by Quebec and Ontario newspapers. No clear correlation with circulation was apparent to offset regional concerns. The sharp East-West separation on the topic is indicated in a regional breakdown:

Table 13: Regional Groupings and totals, Category 4.

	<u>Newspaper and region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:				
1.	Vancouver Sun	1,154.3		
2.	Vancouver Times	596.5		
3.	Victoria Colonist	1,095.1	2,845.9	948.6
Prairie Provinces:				
1.	Edmonton Journal	1,514.9		
2.	Calgary Herald	1,769.2		
3.	Regina Leader-Post	1,883.0		
4.	Saskatoon Star-Phoenix	1,927.1		
5.	Winnipeg Free Press	1,548.2		
6.	Winnipeg Tribune	1,376.5	10,018.9	1,669.8
Ontario:				
1.	Toronto Star	2,021.8		
2.	Toronto Telegram	1,421.6		
3.	Toronto Globe and Mail	2,933.4		
4.	London Free Press	1,654.0		
5.	Hamilton Spectator	1,834.3		
6.	Windsor Star	1,716.6		
7.	Ottawa Journal	2,103.0		
8.	Kitchener-Waterloo Record	2,225.1		
9.	Ottawa Le Droit	4,283.7	20,193.5	2,243.7

Table 13: (cont'd.)

<u>Newspaper and region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
Quebec:			
1. Montreal La Presse	5,908.5		
2. Quebec City Le Soleil	3,496.7		
3. Sherbrooke La Tribune	1,820.2		
4. Trois Rivières Nouvelliste	1,485.0		
5. Montreal Le Devoir	3,442.8		
6. Montreal Star	4,955.7		
7. Montreal Gazette	2,564.0	20,672.9	2,953.3

Atlantic Provinces:

1. Halifax Chronicle-Herald	1,302.3		
2. Sydney-Cape Breton Post	1,356.9		
3. St. John Telegraph-Journal	882.4		
4. St. John's Telegram	496.1* (420.4)	4,037.7	1,009.4

French Language newspapers	20,436.9	3,406.2
English Language newspapers	40,332.0	1,753.6

* Weighted figure. Averages calculated for the region were based on this total.

French language newspaper coverage of biculturalism exceeded that of English language newspapers by 94%. Even the neighboring region of Ontario was almost a third less. It will be recalled, as well, that regional hearings on biculturalism and the preliminary report of the Commission both occurred during the period under study.

Table 14: Category 5: Crime and Legal.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Toronto Telegram	9,148.8
2. Toronto Star	8,790.9
3. Montreal Star	8,403.1
4. Toronto Globe and Mail	7,961.3
5. Montreal La Presse	7,208.5
6. Vancouver Sun	6,482.6
7. Montreal Gazette	5,677.0
8. Kitchener-Waterloo Record	5,410.9
9. Saskatoon Star-Phoenix	5,386.6
10. Hamilton Spectator	5,281.2
11. London Free Press	5,189.1
12. Windsor Star	5,079.3
13. Ottawa Journal	5,074.7
14. Regina Leader-Post	4,982.3
15. Quebec City Le Soleil	4,886.5

Table 14: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. in.</u>
16.	Calgary Herald	4,873.5
17.	Winnipeg Tribune	4,720.1
18.	Victoria Colonist	4,575.3
19.	Sherbrooke La Tribune	4,484.7
20.	Montreal Le Devoir	4,410.7
21.	Trois Rivières Nouvelliste	4,267.0
22.	Ottawa Le Droit	4,070.6
23.	Winnipeg Free Press	3,994.7
24.	Vancouver Times	3,837.7
25.	Edmonton Journal	3,519.9
26.	Sydney-Cape Breton Post	3,408.7
27.	Halifax Chronicle-Herald	3,226.3
28.	St. John Telegraph Journal	2,711.8
29.	St. John's Telegram	1,839.7* (1,559.1)

* Weighted as above.

Results in this category were somewhat distorted insofar as French Language newspapers were concerned by the inclusion of material dealing with the Dorion enquiry. As findings discussed in greater detail in the section on sub-categories below indicate, French language newspapers tend to place considerably less emphasis on crime reports in the usual police court sense than their English language counterparts.

It is also clear that a close correlation exists in this category between volume of weighted material and circulation. Seven of the first eight papers listed in order of weighted column inches are in the first eight listed by circulation. It would appear that these results coincide with the problems and preoccupations of major metropolitan centers, particularly Toronto, Montreal and Vancouver.

Table 15: Regional groupings and totals: Category 5.

	<u>Newspaper and region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:				
1.	Vancouver Sun	6,482.8		
2.	Vancouver Times	3,837.7		
3.	Victoria Colonist	4,575.3	14,895.8	4,965.2

Table 15: (cont'd.)

<u>Newspaper and region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
Prairie Provinces:			
1. Edmonton Journal	3,519.9		
2. Calgary Herald	4,873.5		
3. Regina Leader-Post	4,982.3		
4. Saskatoon Star-Phoenix	5,386.6		
5. Winnipeg Free Press	3,994.7		
6. Winnipeg Tribune	4,720.1	27,477.1	4,579.5
Ontario:			
1. Toronto Star	8,790.9		
2. Toronto Telegram	9,148.8		
3. Toronto Globe and Mail	7,961.3		
4. London Free Press	5,189.1		
5. Hamilton Spectator	5,281.2		
6. Windsor Star	5,079.3		
7. Ottawa Journal	5,074.7		
8. Kitchener-Waterloo Record	5,410.9		
9. Ottawa Le Droit	4,070.6	56,006.8	6,222.9
Quebec:			
1. Montreal La Presse	7,208.5		
2. Quebec City Le Soleil	4,886.5		
3. Sherbrooke La Tribune	4,484.7		
4. Trois Rivières Nouvelliste	4,267.0		
5. Montreal Le Devoir	4,410.7		
6. Montreal Star	8,403.1		
7. Montreal Gazette	5,677.0	39,337.5	5,619.6
Atlantic Provinces			
1. Halifax Chronicle Herald	3,226.3		
2. Sydney-Cape Breton Post	3,408.7		
3. St. John Telegraph-Journal	2,711.8		
4. St. John's Telegram	1,839.7* (1,559.1)	11,186.5	2,796.6
<hr/>			
French Language newspapers		29,328.0	4,888.0
English Language newspapers		119,575.7	5,198.9

* Weighted figure. Averages calculated for the region were based on this total.

Table 16: Category 6: Natural Disasters.

	<u>Newspaper</u>	<u>Weighted Col. in.</u>
1.	Vancouver Sun	1,610.8
2.	Toronto Star	1,428.0
3.	Montreal Star	1,165.1
4.	London Free Press	1,100.4
5.	Windsor Star	1,090.2
6.	Toronto Telegram	1,079.5
7.	Kitchener-Waterloo Record	997.7
8.	Toronto Globe and Mail	987.9
9.	Vancouver Times	971.1
10.	Winnipeg Free Press	945.2
11.	Regina Leader-Post	906.2
12.	Victoria Colonist	896.7
13.	Winnipeg Tribune	888.6
14.	Montreal Gazette	827.9
15.	Montreal La Presse	815.3
16.	Edmonton Journal	803.2
17.	Hamilton Spectator	800.1
18.	Saskatoon Star-Phoenix	748.7
19.	Sydney-Cape Breton Post	742.1
20.	Halifax Chronicle-Herald	687.1
21.	Calgary Herald	672.5
22.	Ottawa Journal	584.9
23.	Sherbrooke La Tribune	557.5
24.	St. John Telegraph-Journal	513.1
25.	Ottawa Le Droit	498.9
26.	Quebec City Le Soleil	443.8
27.	St. John's Telegram	441.0* (373.8)
28.	Trois Rivieres Nouvelliste	383.7
29.	Montreal Le Devoir	284.3

* Weighted as above.

In addition to some correlation with circulation (11 of 15 by weighted column inches were among the top 15 by circulation), this category made clear the very sharp difference between English and French language newspapers. This disparity emerged despite the fact, as is indicated in the sub-category section below, that one of the major disasters of the period studied occurred in Quebec.

Regional and language variations emerged as follows:

Table 17: Regional Groupings and Totals, Category 6.

<u>Newspaper and region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	1,610.8		
2. Vancouver Times	971.1		
3. Victoria Colonist	896.7	3,478.6	1,159.5
Prairie Provinces:			
1. Edmonton Journal	803.2		
2. Calgary Herald	672.5		
3. Regina Leader-Post	906.2		
4. Saskatoon Star-Phoenix	748.7		
5. Winnipeg Free Press	945.2		
6. Winnipeg Tribune	888.6	4,964.4	827.4
Ontario:			
1. Toronto Star	1,428.0		
2. Toronto Telegram	1,079.5		
3. Toronto Globe and Mail	987.9		
4. London Free Press	1,100.4		
5. Hamilton Spectator	800.1		
6. Windsor Star	1,090.2		
7. Ottawa Journal	584.9		
8. Kitchener-Waterloo Record	997.7		
9. Ottawa Le Droit	498.9	8,567.6	963.1
Quebec:			
1. Montreal La Presse	815.3		
2. Quebec City Le Soleil	443.8		
3. Sherbrooke La Tribune	557.5		
4. Trois Rivieres Nouvelliste	383.7		
5. Montreal Le Devoir	284.3		
6. Montreal Star	1,165.1		
7. Montreal Gazette	827.9	4,477.6	639.6
Atlantic Provinces:			
1. Halifax Chronicle-Herald	687.1		
2. Sydney-Cape Breton Post	742.1		
3. St. John Telegraph-Journal	513.1		
4. St. John's Telegram	441.0*	(373.8) 2,383.3	595.5
<hr/>			
French Language newspapers		2,983.5	497.3
English Language newspapers		20,888.0	908.2

* Weighted figure. Averages calculated for the region were based on this total.

Table 17: Category 7: Business and Economic.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Toronto Globe and Mail	3,361.1
2. Montreal Star	3,224.3
3. London Free Press	3,144.0
4. Windsor Star	3,071.6
5. Kitchener-Waterloo Record	2,954.9
6. Hamilton Spectator	2,680.1
7. Montreal La Presse	2,610.4
8. Regina Leader-Post	2,541.5
9. Ottawa Journal	2,441.2
10. Calgary Herald	2,419.7
11. Toronto Telegram	2,378.0
12. Toronto Star	2,335.7
13. Saskatoon Star-Phoenix	2,225.6
14. Winnipeg Tribune	2,188.3
15. Winnipeg Free Press	2,047.4
16. Edmonton Journal	1,961.9
17. Vancouver Sun	1,949.3
18. Montreal Gazette	1,881.8
19. Ottawa Le Droit	1,855.7
20. Sydney-Cape Breton Post	1,642.2
21. Montreal Le Devoir	1,584.9
22. Quebec City Le Soleil	1,470.0
23. Vancouver Times	1,433.2
24. Halifax Chronicle-Herald	1,426.5
25. Victoria Colonist	1,291.6
26. Sherbrooke La Tribune	1,046.6
27. St. John Telegraph-Journal	1,020.7
28. Trois Rivieres Nouvelliste	934.7
29. St. John's Telegram	690.4* (585.1)

* Weighted as above.

The ranking of individual newspapers in this category largely served to confirm existing assumptions. Newspapers published in major trading centers, provincial capitals and possessed of the larger circulations dominated the upper half of the list. French Language newspapers tended to rank, overall, rather lower than English Language ones, nearly on a par with those of British Columbia. Measured against indices of economic activity, copy volume appeared to match activity.

Regional groupings and averages were as follows:

Table 18: Regional groupings and totals, Category 7.

<u>Newspaper and region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	1,949.3		
2. Vancouver Times	1,433.2		
3. Victoria Colonist	1,291.6	4,674.1	1,558.0
Prairie Provinces:			
1. Edmonton Journal	1,961.9		
2. Calgary Herald	2,419.7		
3. Regina Leader-Post	2,541.5		
4. Saskatoon Star-Phoenix	2,225.6		
5. Winnipeg Free Press	2,047.4		
6. Winnipeg Tribune	2,188.3	13,384.4	2,230.7
Ontario:			
1. Toronto Star	2,335.7		
2. Toronto Telegram	2,378.0		
3. Toronto Globe and Mail	3,361.1		
4. London Free Press	3,144.0		
5. Hamilton Spectator	2,680.1		
6. Windsor Star	3,071.6		
7. Ottawa Journal	2,441.2		
8. Kitchener-Waterloo Record	2,954.9		
9. Ottawa Le Droit	1,855.7	24,222.3	2,691.4
Quebec:			
1. Montreal La Presse	2,610.4		
2. Quebec City Le Soleil	1,470.0		
3. Sherbrooke La Tribune	1,046.6		
4. Trois Rivieres Nouvelliste	934.7		
5. Montreal Le Devoir	1,584.9		
6. Montreal Star	3,224.3		
7. Montreal Gazette	1,881.8	12,752.7	1,821.8
Atlantic Provinces			
1. Halifax Chronicle-Herald	1,426.5		
2. Sydney-Cape Breton Post	1,642.2		
3. St. John Telegraph-Journal	1,020.7		
4. St. John's Telegram	690.4* (585.1)	4,779.8	1,194.9
<hr/>			
French Language newspapers		9,502.3	1,583.7
English Language newspapers		50,311.0	2,187.4

* Weighted figure. Averages calculated for the region were based on this total.

It should be emphasized that the material in Category 7 was primarily that printed on news pages, outside of newspaper financial sections. There were instances of reports being carried over to a financial page from page 1 and these were measured in, but regular financial page items were left out.

Table 19: Category 8: Education and Religion.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. London Free Press	1,180.7
2. Toronto Globe and Mail	1,070.8
3. Quebec City Le Soleil	997.9
4. Windsor Star	960.9
5. Montreal Star	918.5
6. Montreal La Presse	872.9
7. Toronto Star	870.7
8. Kitchener-Waterloo Record	792.6
9. Calgary Herald	749.6
10. Ottawa Journal	705.6
11. Vancouver Sun	703.2
12. Toronto Telegram	702.5
13. Regina Leader-Post	663.9
14. Hamilton Spectator	659.6
15. Edmonton Journal	580.2
16. Winnipeg Tribune	537.4
17. Montreal Le Devoir	523.3
18. Winnipeg Free Press	501.0
19. Halifax Chronicle Herald	452.5
20. Montreal Gazette	391.0
21. Ottawa Le Droit	384.2
22. St. John Telegraph-Journal	371.2
23. Saskatoon Star-Phoenix	362.4
24. Sherbrooke La Tribune	357.8
25. Vancouver Times	356.7
26. Victoria Colonist	324.2
27. Sydney-Cape Breton Post	313.9
28. St. John's Telegram	281.2* (238.3)
29. Trois Rivieres Nouvelliste	227.8

* Weighted as above.

The only tentative pattern that emerges from Category 8 results indicates a greater emphasis on religion and education in the eastern half of Canada, mainly Ontario and Quebec. Nine of the first ten newspapers in order of weighted column inches of published material were in Ontario and Quebec.

Regional groupings provide further amplification as follows:

Table 20: Regional Groupings and totals, Category 8.

<u>Newspaper and region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	703.2		
2. Vancouver Times	356.7		
3. Victoria Colonist	324.2	1,384.1	461.3
Prairie Provinces:			
1. Edmonton Journal	580.2		
2. Calgary Herald	749.6		
3. Regina Leader-Post	663.9		
4. Saskatoon Star-Phoenix	362.4		
5. Winnipeg Free Press	501.0		
6. Winnipeg Tribune	537.4	3,394.5	565.8
Ontario:			
1. Toronto Star	870.7		
2. Toronto Telegram	702.5		
3. Toronto Globe and Mail	1,070.8		
4. London Free Press	1,180.7		
5. Hamilton Spectator	659.6		
6. Windsor Star	960.9		
7. Ottawa Journal	705.6		
8. Kitchener-Waterloo Record	792.6		
9. Ottawa Le Droit	384.2	7,327.6	814.2
Quebec:			
1. Montreal La Presse	872.9		
2. Quebec City Le Soleil	997.9		
3. Sherbrooke La Tribune	357.8		
4. Trois Rivieres Nouvelliste	227.8		
5. Montreal Le Devoir	523.3		
6. Montreal Star	918.5		
7. Montreal Gazette	391.0	4,289.2	612.7
Atlantic Provinces:			
1. Halifax Chronicle Herald	452.5		
2. Sydney-Cape Breton Post	313.9		
3. St. John Telegraph Journal	371.2		
4. St. John's Telegram	281.2* (238.3)	1,418.8	354.7
<hr/>			
French Language newspapers		3,363.9	560.7
English Language newspapers		14,450.3	629.6

* Weighted figure. Averages calculated for the region were based on this total.

Sub-category studies in the section following provide indications of the relative emphasis given educational and religious themes in the various Canadian regions and between English and French language newspapers. While not exhaustive, in view of the fact that items totalled in this category tended to be rather shorter than in other categories studied, they do provide an indication of comparative handling.

Table 21: Category 9: Social

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Toronto Globe and Mail	963.9
2. London Free Press	921.1
3. Toronto Star	876.6
4. Toronto Telegram	788.2
5. Ottawa Journal	753.9
6. Kitchener-Waterloo Record	692.0
7. Montreal Star	665.2
8. Hamilton Spectator	656.7
9. Windsor Star	655.4
10. Vancouver Sun	628.6
11. Saskatoon Star Phoenix	625.4
12. Victoria Colonist	591.1
13. Calgary Herald	584.5
14. Winnipeg Free Press	575.1
15. Regina Leader-Post	535.0
16. Ottawa Le Droit	509.8
17. Winnipeg Tribune	506.9
18. Edmonton Journal	496.7
19. Vancouver Times	432.2
20. Montreal Gazette	389.5
21. Sydney-Cape Breton Post	335.4
22. Halifax Chronicle Herald	323.8
23. St. John Telegraph-Journal	317.0
24. Quebec City Le Soleil	231.7
25. Montreal La Presse	219.8
26. Montreal Le Devoir	211.3
27. Sherbrooke La Tribune	168.9
28. St. John's Telegram	148.0* (125.4)
29. Trois Rivieres Nouvelliste	85.8

The evidence suggests that English language newspapers, particularly those in Ontario, feel a need or demand for lighter and shorter material to leaven their basic news reports. This could, as well, be a result of looser page make-up arising from tighter publication deadlines

for editions. Or filing practices on agency wires serving English Canada and Ontario in particular -- the Canadian Press "trunk" wire for example -- might be a factor in providing for a larger selection of shorter social items than is otherwise available.

At any rate, regional patterns give these results:

Table 22: Regional Groupings and Totals, Category 9.

<u>Newspaper and region</u>	<u>Weighted Col. in.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	628.6		
2. Vancouver Times	432.2		
3. Victoria Colonist	591.1	1,651.9	550.6
Prairie Provinces:			
1. Edmonton Journal	496.7		
2. Calgary Herald	584.5		
3. Regina Leader-Post	535.0		
4. Saskatoon Star-Phoenix	625.4		
5. Winnipeg Free Press	575.1		
6. Winnipeg Tribune	506.9	3,323.6	554.0
Ontario:			
1. Toronto Star	876.6		
2. Toronto Telegram	788.2		
3. Toronto Globe and Mail	963.9		
4. London Free Press	921.1		
5. Hamilton Spectator	656.7		
6. Windsor Star	655.4		
7. Ottawa Journal	753.9		
8. Kitchener-Waterloo Record	692.0		
9. Ottawa Le Droit	509.8	6,817.6	759.5
Quebec:			
1. Montreal La Presse	219.8		
2. Quebec City Le Soleil	231.7		
3. Sherbrooke La Tribune	168.9		
4. Trois Rivieres Nouvelliste	85.8		
5. Montreal Le Devoir	211.3		
6. Montreal Star	665.2		
7. Montreal Gazette	389.5	1,972.2	281.7

Table 22: (cont'd.)

<u>Newspaper and region</u>	<u>Weighted Col. in.</u>	<u>Regional Total</u>	<u>Average</u>
Atlantic Provinces:			
1. Halifax Chronicle-Herald	323.8		
2. Sydney-Cape Breton Post	335.4		
3. St. John Telegraph-Journal	317.0		
4. St. John's Telegram	148.0* (125.4)	1,124.2	281.1
<hr/>			
French Language newspapers		1,427.3	237.9
English Language newspapers		13,462.2	589.7

* Weighted figure. Averages calculated for the region were based on this total.

Table 23: Category 10: Agriculture.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Regina Leader Post	693.4
2. Saskatoon Star-Phoenix	510.2
3. Winnipeg Free Press	457.0
4. Edmonton Journal	385.3
5. Calgary Herald	360.6
6. Winnipeg Tribune	324.2
7. Vancouver Sun	251.4
8. London Free Press	240.2
9. Ottawa Le Droit	235.9
10. Hamilton Spectator	235.4
11. Halifax Chronicle-Herald	209.0
12. Montreal Star	201.6
13. Ottawa Journal	189.2
14. Kitchener-Waterloo Record	180.5
15. Windsor Star	171.2
16. Montreal La Presse	170.9
17. Sydney-Cape Breton Post	150.0
18. St. John Telegraph-Journal	149.2
19. Victoria Colonist	148.2
20. Quebec City Le Soleil	144.0
21. Toronto Star	141.8
22. Toronto Globe and Mail	128.7
23. Vancouver Times	125.4
24. Montreal Gazette	122.0
25. Montreal Le Devoir	114.3
26. Toronto Telegram	111.5
27. Sherbrooke La Tribune	52.5
28. St. John's Telegram	50.0* (42.4)
29. Trois Rivières Nouvelliste	42.6

* Weighted as above.

Two factors appeared to have influenced results in this category.

First, larger newspapers including the Toronto Globe and Mail, Star and Telegram and Montreal Star and La Presse carried fewer agricultural reports on their news pages than the general run of newspapers surveyed. Instead, such reports were put in special business and economic sections which, as noted in Section 1, were outside the scope of this study. They probably got reasonable attention from interested farmers and trade specialists but were outside the range of average readership.

Secondly, two main events during the period studied concerned Western Canadian agriculture in particular: The announcement of wheat sales to China and reductions in the prices of some grades of wheat. This, as is noted in the section on sub-categories below, accounted for part of the predominant position of Prairie newspapers in this category as a whole. Other unusual rankings appear to reflect newspaper interest in port cities affected by wheat movements (Vancouver and Halifax) and the growing problems of drought in Ontario which provided a main news topic in the period immediately after the one reviewed.

A breakdown of results by regions follows:

Table 24: Regional Groupings and Totals, Category 10.

<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	251.4		
2. Vancouver Times	125.4		
3. Victoria Colonist	148.2	525.0	175.0
Prairie Provinces:			
1. Edmonton Journal	385.3		
2. Calgary Herald	360.6		
3. Regina Leader Post	693.4		
4. Saskatoon Star Phoenix	510.2		
5. Winnipeg Free Press	457.0		
6. Winnipeg Tribune	324.2	2,730.7	455.1

Table 24: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
Ontario:			
1. Toronto Star	141.8		
2. Toronto Telegram	111.5		
3. Toronto Globe and Mail	128.7		
4. London Free Press	240.2		
5. Hamilton Spectator	235.4		
6. Windsor Star	171.2		
7. Ottawa Journal	189.2		
8. Kitchener-Waterloo Record	180.5		
9. Ottawa Le Droit	235.9	1,634.4	181.6
Quebec:			
1. Montreal La Presse	170.9		
2. Quebec City Le Soleil	144.0		
3. Sherbrooke La Tribune	52.5		
4. Trois Rivieres Nouvelliste	42.6		
5. Montreal Le Devoir	114.3		
6. Montreal Star	201.6		
7. Montreal Gazette	122.0	847.9	121.1
Atlantic Provinces:			
1. Halifax Chronicle-Herald	209.0		
2. Sydney-Cape Breton Post	150.0		
3. St. John Telegraph-Journal	149.2		
4. St. John's Telegram	50.0* (42.4)	558.0	139.6
<hr/>			
French Language newspapers		760.2	126.7
English Language newspapers		5,535.8	240.7

* Weighted figure. Averages calculated for the region were based on this total.

Table 25: Category 11: Maritime.)

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Toronto Globe and Mail	282.5
2. Montreal Star	226.6
3. Ottawa Journal	206.2
4. Montreal Gazette	199.8
5. Kitchener-Waterloo Record	199.4
6. Hamilton Spectator	197.8
7. Halifax Chronicle-Herald	181.7
8. Saskatoon Star-Phoenix	173.9
9. Regina Leader-Post	172.5
10. Toronto Star	170.3
11. Winnipeg Free Press	159.8
12. Sydney Cape-Breton Post	146.7

Table 25: (cont'd.)

<u>Newspaper</u>	<u>Weighted Col. in.</u>
13. London Free Press	144.8
14. Windsor Star	144.8
15. Montreal Le Devoir	127.2
16. St. John Telegraph-Journal	123.9
17. Montreal La Presse	123.1
18. Toronto Telegram	109.6
19. Edmonton Journal	104.6
20. Calgary Herald	101.8
21. Vancouver Sun	90.1
22. Vancouver Times	89.2
23. St. John's Telegram	85.3* (72.3)
24. Winnipeg Tribune	76.7
25. Trois Rivieres Nouvelliste	73.5
26. Ottawa Le Droit	72.5
27. Vicotira Colonist	52.4
28. Quebec City Le Soleil	36.9
29. Sherbrooke La Tribune	29.7

* Weighted as above.

The main news topic in this category during the period studied concerned the SIU and its trustees. Accordingly, main emphasis came -- with the surprising exception of some Prairie newspapers -- from East Coast and Great Lakes port cities. The effect of the SIU material on the category as a whole is discussed in the section below on sub-categories.

Regional emphasis worked out as follows:

Table 26: Regional Groupings and Totals: Category 11.

<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	90.1		
2. Vancouver Times	89.2		
3. Victoria Colonist	52.4	231.7	77.1
Prairie Provinces:			
1. Edmonton Journal	104.6		
2. Calgary Herald	101.8		
3. Regina Leader-Post	172.5		
4. Saskatoon Star-Phoenix	173.9		
5. Winnipeg Free Press	159.8		
6. Winnipeg Tribune	76.7	789.3	131.6

Table 26: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
Ontario:			
1. Toronto Star	170.3		
2. Toronto Telegram	109.6		
3. Toronto Globe and Mail	282.5		
4. London Free Press	144.8		
5. Hamilton Spectator	197.8		
6. Windsor Star	144.8		
7. Ottawa Journal	206.2		
8. Kitchener-Waterloo Record	199.4		
9. Ottawa Le Droit	72.5	1,527.9	169.8
Quebec:			
1. Montreal La Presse	123.1		
2. Quebec City Le Soleil	36.9		
3. Sherbrooke La Tribune	29.7		
4. Trois Rivieres Nouvelliste	73.5		
5. Montreal Le Devoir	127.2		
6. Montreal Star	226.6		
7. Montreal Gazette	199.8	816.8	116.7
Atlantic Provinces:			
1. Halifax Chronicle-Herald	181.7		
2. Sydney-Cape Breton Post	146.7		
3. St. John Telegraph-Journal	123.9		
4. St. John's Telegram	85.3* (72.5)	537.6	134.4
<hr/>			
French Language newspapers		462.9	77.1
English Language Newspapers		3,440.4	149.6

* Weighted figure. Averages calculated for region were based on this total.

Table 27: Category 12: Obituaries.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Halifax Chronicle-Herald	191.8
2. Montreal Star	189.6
3. Windsor Star	187.5
4. Winnipeg Free Press	180.4
5. Regina Leader-Post	165.5
6. Saskatoon Star-Phoenix	163.9
7. Montreal Gazette	157.0
8. Toronto Star	152.9
9. St. John Telegraph-Journal	146.4
10. Hamilton Spectator	144.1
11. Toronto Telegram	143.8
12. Ottawa Journal	138.9

Table 27 (cont'd.)

<u>Newspaper</u>	<u>Weighted Col. in.</u>
13. London Free Press	130.3
14. Kitchener-Waterloo Record	130.1
15. Sydney-Cape Breton Post	129.5
16. Toronto Globe and Mail	124.4
17. Winnipeg Tribune	124.4
18. Calgary Herald	115.9
19. Edmonton Journal	113.6
20. Vancouver Sun	78.8
21. Ottawa Le Droit	78.7
22. Sherbrooke La Tribune	74.8
23. Victoria Colonist	67.0
24. Montreal La Presse	64.6
25. Montreal Le Devoir	61.1
26. Vancouver Times	50.3
27. Quebec City Le Soleil	42.9
28. Trois Rivières Nouvelliste	33.6
29. St. John's Telegram	30.8* (26.1)

* Weighted as above.

The fact that French Language newspapers do not appear in the first 20 listings according to weighted column inches appears to reflect two aspects: Qualified indifference on the part of such newspapers in non-Quebec personalities who died and, equally, qualified indifference on the part of English Language newspapers in Quebec personalities who died (since publication of a Quebec obituary outside of the region would have made it a national news item).

This aspect, common to several other categories, as will be discussed in our concluding section of this study, provides clear evidence of a bicultural separation in Canada's newspapers on most topics running below the top level of national political reports.

In addition, it is likely, in view of the strength of Atlantic province emphasis on obituaries (apart from Newfoundland), that the part a region plays as an emigrant area and the age of its people and press combine to introduce a separate influence into broad results.

Regional breakdowns follow:

Table 28: Regional Groupings and Totals, Category 12.

<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	78.8		
2. Vancouver Times	50.3		
3. Victoria Colonist	67.0	216.1	72.0
Prairie Provinces:			
1. Edmonton Journal	113.6		
2. Calgary Herald	115.9		
3. Regina Leader-Post	165.5		
4. Saskatoon Star-Phoenix	163.9		
5. Winnipeg Free Press	180.4		
6. Winnipeg Tribune	124.4	863.7	143.9
Ontario:			
1. Toronto Star	152.9		
2. Toronto Telegram	143.8		
3. Toronto Globe and Mail	124.4		
4. London Free Press	130.3		
5. Hamilton Spectator	144.1		
6. Windsor Star	187.5		
7. Ottawa Journal	138.9		
8. Kitchener-Waterloo Record	130.1		
9. Ottawa Le Droit	78.7	1,230.7	136.7
Quebec:			
1. Montreal La Presse	64.6		
2. Quebec City Le Soleil	42.9		
3. Sherbrooke La Tribune	74.8		
4. Trois Rivieres Nouvelliste	33.6		
5. Montreal Le Devoir	61.1		
6. Montreal Star	189.6		
7. Montreal Gazette	157.0	623.6	89.1
Atlantic Provinces:			
1. Halifax Chronicle-Herald	191.8		
2. Sydney-Cape Breton Post	129.5		
3. St. John Telegraph-Journal	146.4		
4. St. John's Telegram	30.8* (26.1)	498.5	124.6
<hr/>			
French Language newspapers		355.7	59.3
English Language newspapers		3,076.9	133.8

* Weighted figure. Averages calculated for region were based on this total.

Table 29: Category 13: Foreign Affairs.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Toronto Globe and Mail	1,481.0
2. Windsor Star	1,340.2
3. Montreal La Presse	1,262.2
4. London Free Press	1,226.6
5. Montreal Star	1,217.4
6. Regina Leader-Post	1,035.0
7. Ottawa Le Droit	1,017.1
8. Quebec City Le Soleil	1,016.3
9. Toronto Telegram	1,011.1
10. Montreal Gazette	1,004.8
11. Montreal Le Devoir	993.8
12. Calgary Herald	964.7
13. Vancouver Sun	959.9
14. Kitchener-Waterloo Record	949.0
15. Ottawa Journal	945.6
16. Hamilton Spectator	929.5
17. Saskatoon Star-Phoenix	884.9
18. Edmonton Journal	883.0
19. Winnipeg Free Press	838.6
20. Victoria Colonist	778.9
21. Winnipeg Tribune	755.5
22. Toronto Star	709.4
23. Halifax Chronicle-Herald	630.7
24. Sydney-Cape Breton Post	630.6
25. Sherbrooke La Tribune	605.5
26. St. John Telegraph-Journal	542.4
27. Vancouver Times	457.5
28. Trois Rivieres Nouvelliste	409.1
29. St. John's Telegram	202.5* (171.6)

* Weighted as above.

Once again, distance from the Ottawa-Toronto-Montreal triangle and size of circulation appear to have been important factors affecting emphasis on foreign affairs in the newspapers studied. Ten of the top newspapers in terms of weighted column inch coverage were among the top 15 in circulation. Regional figures, in turn, averaged out to a figure diminishing directly as the region was distant from the center.

Individual variations may have explained the high total for the Windsor Star where the Minister for External Affairs, Paul Martin, sat for Essex East constituency. Alternatively, however, the stress may

have been the result of a bid to counter circulation appeal of rival American newspapers in Detroit.

One notable pattern among the two languages was the close parallel in both average coverage figures and in the range of coverage supplied. In each case, metropolitan papers stressed foreign affairs and the more parochial outlets did not. This may be accounted for by some overlap in circulation areas which would discourage smaller papers from trying to compete with the more expensive syndicate and staff facilities covering Canadian aspects of foreign news for the metropolitan dailies.

Table 30: Regional Groupings and Totals, Category 13.

<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	959.9		
2. Vancouver Times	457.5		
3. Victoria Colonist	778.9	2,196.3	732.1
Prairie Provinces:			
1. Edmonton Journal	883.0		
2. Calgary Herald	964.7		
3. Regina Leader-Post	1,035.0		
4. Saskatoon Star-Phoenix	884.9		
5. Winnipeg Free Press	838.6		
6. Winnipeg Tribune	755.5	5,361.7	893.6
Ontario:			
1. Toronto Star	709.4		
2. Toronto Telegram	1,011.1		
3. Toronto Globe and Mail	1,481.0		
4. London Free Press	1,226.6		
5. Hamilton Spectator	929.5		
6. Windsor Star	1,340.2		
7. Ottawa Journal	945.6		
8. Kitchener-Waterloo Record	949.0		
9. Ottawa Le Droit	1,017.1	9,609.5	1,067.7

Table 30: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional Total</u>	<u>Average</u>
Quebec:			
1. Montreal La Presse	1,262.2		
2. Quebec City Le Soleil	1,016.3		
3. Sherbrooke La Tribune	605.5		
4. Trois Rivières Nouvelliste	409.1		
5. Montreal Le Devoir	993.8		
6. Montreal Star	1,217.4		
7. Montreal Gazette	1,004.8	6,509.1	929.9
Atlantic Provinces:			
1. Halifax Chronicle Herald	630.7		
2. Sydney-Cape Breton Post	630.6		
3. St. John Telegraph-Journal	542.4		
4. St. John's Telegram	202.5* (171.6)	2,006.2	501.6
<hr/>			
French Language newspapers		5,304.0	884.0
English Language newspapers		20,378.8	886.0

* Weighted figure. Average calculated for region were based on this total.

Table 31: Category 14: Medicine and Science.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. Toronto Globe and Mail	1,374.5
2. Hamilton Spectator	1,148.2
3. London Free Press	1,097.2
4. Toronto Star	1,084.4
5. Vancouver Sun	958.8
6. Montreal Star	949.6
7. Regina Leader-Post	953.4
8. Saskatoon Star-Phoenix	930.3
9. Toronto Telegram	920.2
10. Halifax Chronicle-Herald	876.4
11. Kitchener-Waterloo Record	857.2
12. Winnipeg Free Press	790.3
13. Windsor Star	771.2
14. Calgary Herald	763.1
15. Ottawa Journal	657.7
16. Edmonton Journal	599.8
17. Victoria Colonist	548.1
18. Vancouver Times	509.8
19. Montreal La Presse	476.8
20. Sydney-Cape Breton Post	472.0
21. Winnipeg Tribune	448.7
22. Montreal Gazette	419.0

Table 31: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. in.</u>
23.	Quebec City Le Soleil	375.4
24.	St. John Telegraph-Journal	319.5
25.	Ottawa Le Droit	279.5
26.	Montreal Le Devoir	221.1
27.	Sherbrooke La Tribune	181.7
28.	St. John's Telegram	164.1* (139.1)
29.	Trois Rivieres Nouvelliste	72.1

* Weighted as above.

A major topic within this category was medicare, as will be discussed in the section on sub-categories below. Consequently, it was not wholly unexpected for French language newspapers to lag in coverage of what was, at that time, mainly an English Canadian debate.

Equally, the great emphasis on medicare in Ontario was reflected in the substantial edge that newspapers in the province gave to the issue.

In addition, 10 of the first 15 newspapers -- including the first six accounting for roughly a third of total coverage -- were from among the first 15 ranked by circulation. In part, this factor arose from non-medicare interests.

Regional and language breakdowns follow:

Table 32: Regional groupings and totals, Category 14.

	<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
British Columbia:				
1.	Vancouver Sun	958.8		
2.	Vancouver Times	509.8		
3.	Victoria Colonist	548.1	2,116.7	705.6
Prairie Provinces:				
1.	Edmonton Journal	599.8		
2.	Calgary Herald	763.1		
3.	Regina Leader-Post	953.4		
4.	Saskatoon Star-Phoenix	930.3		
5.	Winnipeg Free Press	790.3		
6.	Winnipeg Tribune	448.4	4,485.3	747.6

Table 32: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional total</u>	<u>Average</u>
Ontario:			
1. Toronto Star	1,084.4		
2. Toronto Telegram	920.2		
3. Toronto Globe and Mail	1,374.5		
4. London Free Press	1,097.2		
5. Hamilton Spectator	1,148.2		
6. Windsor Star	771.2		
7. Ottawa Journal	657.7		
8. Kitchener-Waterloo Record	857.2		
9. Ottawa Le Droit	279.5	8,190.1	910.0
Quebec:			
1. Montreal La Presse	476.8		
2. Quebec City Le Soleil	375.4		
3. Sherbrooke La Tribune	181.7		
4. Trois Rivieres Nouvelliste	72.1		
5. Montreal Le Devoir	221.1		
6. Montreal Star	949.6		
7. Montreal Gazette	419.0	2,695.7	385.1
Atlantic Provinces:			
1. Halifax Chronicle Herald	876.4		
2. Sydney-Cape Breton Post	472.0		
3. St. John Telegraph-Journal	319.5		
4. St. John's Telegram	164.1* (139.1)	1,832.0	458.0
<hr/>			
French Language Newspapers		1,606.6	267.8
English Language Newspapers		17,713.2	770.1

* Weighted figure. Averages calculated for region were based on this total.

Table 33: Category 15: The Armed Services.

<u>Newspaper</u>	<u>Weighted Col. in.</u>
1. London Free Press	497.8
2. Ottawa Journal	396.4
3. Kitchener-Waterloo Record	367.8
4. Victoria Colonist	337.3
5. Regina Leader-Post	324.2
6. Sydney-Cape Breton Post	321.4
7. Montreal La Presse	279.3
8. Windsor Star	272.9
9. Saskatoon Star-Phoenix	269.3
10. Montreal Star	251.9
11. Quebec City Le Soleil	241.1

Table 33: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. in.</u>
12.	Winnipeg Free Press	239.5
13.	Hamilton Spectator	239.5
14.	Calgary Herald	236.9
15.	Winnipeg Tribune	230.6
16.	Halifax Chronicle-Herald	219.6
17.	Vancouver Sun	205.3
18.	Toronto Globe and Mail	197.4
19.	Ottawa Le Droit	196.5
20.	Edmonton Journal	185.3
21.	Toronto Telegram	177.9
22.	Montreal Le Devoir	151.0
23.	St. John Telegraph-Journal	136.2
24.	Montreal Gazette	135.5
25.	Toronto Star	120.9
26.	Sherbrooke La Tribune	116.5
27.	Vancouver Times	94.4
28.	St. John's Telegram	63.5* (53.8)
29.	Trois Rivieres Nouvelliste	52.7

* Weighted as above.

Main points of significance appear to be the roughly 40% greater emphasis on services information in English language newspapers than French language newspapers, and a possible correlation between weighted column inches published and location of the newspaper in a predominantly garrison center (Toronto would be excluded by virtue of its other conflicting pre-occupations which mute garrison news).

Regional and language distribution was as follows:

Table 34: Regional Groupings and Totals: Category 15.

	<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:				
1.	Vancouver Sun	205.3		
2.	Vancouver Times	94.4		
3.	Victoria Colonist	337.3	637.0	212.3

Table 34: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. in.</u>	<u>Regional Total</u>	<u>Average</u>
Prairie Provinces:			
1. Edmonton Journal	185.3		
2. Calgary Herald	236.9		
3. Regina Leader-Post	324.2		
4. Saskatoon Star-Phoenix	269.3		
5. Winnipeg Free Press	239.5		
6. Winnipeg Tribune	230.6	1,485.8	247.6
Ontario:			
1. Toronto Star	120.9		
2. Toronto Telegram	177.9		
3. Toronto Globe and Mail	197.4		
4. London Free Press	497.8		
5. Hamilton Spectator	239.5		
6. Windsor Star	272.9		
7. Ottawa Journal	396.4		
8. Kitchener-Waterloo Record	367.8		
9. Ottawa Le Droit	196.5	2,467.1	274.1
Quebec:			
1. Montreal La Presse	279.3		
2. Quebec City Le Soleil	241.1		
3. Sherbrooke La Tribune	116.5		
4. Trois Rivières Nouvelliste	52.7		
5. Montreal Le Devoir	151.0		
6. Montreal Star	251.9		
7. Montreal Gazette	135.5	1,198.0	171.1
Atlantic Provinces:			
1. Halifax Chronicle Herald	219.6		
2. Sydney-Cape Breton Post	321.4		
3. St. John Telegraph-Journal	136.2		
4. St. John's Telegram	63.5* (53.8)	740.7	185.2
<hr/>			
French Language Newspapers		1,007.1	167.9
English Language Newspapers		5,521.5	240.1

* Weighted figure. Averages calculated for region were based on this total.

The relative proportions of category coverage between languages and between regions can be seen in the tables below. It is remarkable that English language publications devoted as much space to categories 2 (Federal Politics) and 5 (Crime and Legal) as they did to all the other categories

combined. Also in both tables wide differences in the order of emphasis of categories are to be noted. These and other points are discussed in greater detail in the concluding section of this study.

Table 35: Category coverage by English and French language newspapers in order of weighted column inch publication.

<u>English Language Newspapers</u>		<u>French Language Newspapers</u>	
<u>Category</u>	<u>Weighted Col. In.</u>	<u>Category</u>	<u>Weighted Col. In.</u>
1. Federal Politics	132,024.3	1. Federal Politics	34,621.1
2. Crime and Legal	119,575.7	2. Provincial Politics	21,482.9
3. Business and Economic	50,311.0	3. Biculturalism	20,436.9
4. Biculturalism	40,332.0	4. Business and Economic	9,502.3
5. Provincial Politics	32,688.5	5. Foreign Affairs	5,304.0
6. Federal Administration	21,332.4	6. Federal Administration	3,919.5
7. National Disasters	20,888.0	7. Education and Religion	3,363.9
8. Foreign Affairs	20,378.8	8. National Disasters	2,983.5
9. Medical and Science	17,713.2	9. Crime and Legal	2,932.8
10. Education and Religion	14,450.3	10. Medical and Science	1,606.6
11. Social	13,462.2	11. Social	1,427.3
12. Agriculture	5,535.8	12. Services	1,007.1
13. Services	5,521.5	13. Agriculture	760.2
14. Maritime	3,340.4	14. Maritime	462.9
15. Obituaries	3,076.9	15. Obituaries	355.7

Table 36: Category coverage by regions in order of weighted column inch publication.

<u>British Columbia</u>		<u>Prairie Provinces</u>	
1. Crime and Legal	14,895.8	1. Federal Politics	34,024.3
2. Federal Politics	11,805.6	2. Crime and Legal	27,477.1
3. Business and Economic	4,674.1	3. Business and Economic	13,384.4
4. Provincial Politics	3,774.3	4. Biculturalism	10,018.9
5. National Disasters	3,478.6	5. Provincial Politics	6,146.1
6. Biculturalism	2,845.9	6. Federal Administration	6,142.2
7. Foreign Affairs	2,196.3	7. Foreign Affairs	5,361.7
8. Medical and Science	2,116.7	8. National Disasters	4,964.4
9. Federal Administration	2,081.0	9. Medical and Science	4,485.3
10. Social	1,651.9	10. Education and Religion	3,394.5
11. Education and Religion	1,384.1	11. Social	3,323.6
12. Services	637.0	12. Agriculture	2,730.7
13. Agriculture	525.0	13. Services	1,485.8
14. Maritime	231.7	14. Obituaries	863.7
15. Obituaries	216.1	15. Maritime	789.3

Ontario

1.	Federal Politics	60,768.1
2.	Crime and Legal	56,006.8
3.	Business and Economic	24,222.3
4.	Biculturalism	20,193.5
5.	Provincial Politics	16,590.6
6.	Foreign Affairs	9,609.5
7.	Federal Administration	8,948.1
8.	National Disasters	8,567.6
9.	Medical and Science	8,190.1
10.	Education and Religion	7,327.6
11.	Social	6,817.6
12.	Services	2,467.1
13.	Agriculture	1,634.4
14.	Maritime	1,527.9
15.	Obituaries	1,230.7

Quebec

1.	Federal Politics	42,932.6
2.	Crime and Legal	39,337.5
3.	Provincial Politics	24,871.8
4.	Biculturalism	20,672.9
5.	Business and Economic	12,752.7
6.	Foreign Affairs	6,509.1
7.	Federal Administration	5,275.8
8.	National Disasters	4,477.6
9.	Education and Religion	4,289.2
10.	Medical and Science	2,695.7
11.	Social	1,972.2
12.	Services	1,198.0
13.	Agriculture	847.9
14.	Maritime	816.8
15.	Obituaries	623.6

Atlantic Provinces

1.	Federal Politics	17,114.8
2.	Crime and Legal	11,186.5
3.	Business and Economic	4,779.8
4.	Biculturalism	4,037.7
5.	Federal Administration	2,768.8
6.	Provincial Politics	2,388.6
7.	National Disasters	2,383.3
8.	Foreign Affairs	2,006.2
9.	Science and Medical	1,832.0
10.	Education and Religion	1,418.8
11.	Social	1,124.2
12.	Services	740.7
13.	Agriculture	558.0
14.	Maritime	537.6
15.	Obituaries	498.5

B -- TABLES AND SUBCATEGORIES

In this section material measured is examined in greater detail to determine whether newspapers attention to individual items within a category corresponds with broad category ranges, whether some individual items within a category introduced influences likely to distort category totals and whether regional or language treatments varied to any significant degree within categories as well as between categories.

The sub-categories are taken in order and then examined over their broad range.

Subcategory 1a: Reports in subcategory 1a dealt with the cost-of-living index issued monthly by the Dominion Bureau of Statistics. It was expected that this category could serve as a control subcategory to indicate whether material assigned to Category 1 as a whole was reasonably evenly balanced.

From the results obtained, it is evident that a reasonable correlation exists in the case of all but the English-French language handling of routine statistical information. Subcategory 1a emphasis between English and French language newspapers was much different from that of Category 1 as a whole -- ratios of 2.7-1 in subcategory 1a and 1.7-1 in Category 1 as a whole. This suggests that there was a basic difference in emphasis placed in routine federal news events among the two language groups when "news value" was not a primary factor. This possibility is examined in the concluding section of this study in the light of results for all subcategories and available comparisons between categories.

From the pattern of individual newspaper emphasis, it is noteworthy that only two of the first ten newspapers in order of coverage were in the first ten in order of circulation. This suggests that Category 1 coverage of straightforward statistical material tended to be emphasized slightly more by middle and

lower range circulation newspapers -- those ordinarily most reliant on agency reports for their national news material.

Table 37: Weighted column inch coverage by newspapers

1.	Sydney-Cape Breton Post	89.7
2.	London Free Press	83.9
3.	Regina Leader-Post	73.1
4.	Montreal Star	64.3
5.	Kitchener-Waterloo Record	55.1
6.	Windsor Star	53.8
7.	Halifax Chronicle-Herald	52.5
8.	Edmonton Journal	45.0
9.	Calgary Herald	44.3
10.	St. John Telegraph-Journal	41.2
11.	Winnipeg Free Press	36.9
12.	Ottawa Le Droit	28.9
13.	Vancouver Times	27.6
14.	Winnipeg Tribune	22.9
15.	Montreal Gazette	21.6
16.	Toronto Globe and Mail	20.7
17.	Montreal La Presse	20.0
18.	Hamilton Spectator	19.6
19.	Montreal Le Devoir	18.8
20.	Quebec City Le Soleil	17.0
21.	Ottawa Journal	16.3
22.	Saskatoon Star-Phoenix	15.9
23.	Vancouver Sun	14.9
24.	St. John's Telegram	12.4*
25.	Trois Rivieres Nouvelliste	11.4
26.	Victoria Colonist	10.5
27.	Toronto Telegram	9.4
28.	Toronto Star	7.0
29.	Sherbrooke La Tribune	0.0

*Figures for the St. John's Telegram were not revised for the section on sub-categories. While it was reasonable to assume some workable probability for gross category figures, individual reports or issues could not be assumed to have been covered the additional day of issue each week and weighting to take account of the missing Saturday issue could have been misleading.

Table 38: Regional groupings and totals, subcategory 1a.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	14.9		
2. Vancouver Times	27.6		
3. Victoria Colonist	10.5	53.0	17.6
Prairie Provinces:			
1. Edmonton Journal	45.0		
2. Calgary Herald	44.3		
3. Regina Leader-Post	73.1		
4. Saskatoon Star-Phoenix	15.9		
5. Winnipeg Free Press	36.9		
6. Winnipeg Tribune	22.9	238.1	39.7
Ontario:			
1. Toronto Star	7.0		
2. Toronto Telegram	9.4		
3. Toronto Globe and Mail	20.7		
4. London Free Press	83.9		
5. Hamilton Spectator	19.6		
6. Windsor Star	53.8		
7. Ottawa Journal	16.3		
8. Kitchener-Waterloo Record	55.1		
9. Ottawa Le Droit	28.9	454.7	50.5
Quebec:			
1. Montreal La Presse	20.0		
2. Quebec City Le Soleil	17.0		
3. Sherbrooke La Tribune	0.0		
4. Trois Rivieres Nouvelliste	11.4		
5. Montreal Le Devoir	18.8		
6. Montreal Star	64.3		
7. Montreal Gazette	21.6	153.1	21.9
Atlantic Provinces:			
1. Halifax Chronicle-Herald	52.5		
2. Sydney-Cape Breton Post	89.7		
3. St. John Telegraph-Journal	41.2		
4. St. John's Telegram	12.4	195.8	48.9
French Language Newspapers		96.1	16.0
English Language Newspapers		998.6	43.4

Subcategory 1b: This subcategory comprised announcements of new postage stamp issues by the Post Office Department. It was selected as an additional control to supplement subcategory 1a.

Results obtained parallel those of subcategory 1a closely. The difference in emphasis between English and French language newspapers is again pronounced and large metropolitan dailies tend to rank lower than they do on circulation scales. It should be noted, however, that coverage of such material is frequently assigned to specialty sections -- such as the weekend magazine of the Calgary Herald -- or chopped down for use as filler material.

Table 39: Weighted column inch coverage by newspapers, subcategory 1b.

1.	Winnipeg Free Press	104.9
2.	Winnipeg Tribune	97.1
3.	Ottawa Journal	96.3
4.	Regina Leader-Post	56.9
5.	Saskatoon Star-Phoenix	55.2
6.	Vancouver Times	40.5
7.	Toronto Globe and Mail	38.3
8.	Windsor Star	37.9
9.	Vancouver Sun	36.1
10.	Montreal Star	31.2
11.	St. John's Telegram	30.2
12.	Victoria Colonist	30.1
13.	London Free Press	27.2
14.	Montreal Gazette	27.1
15.	Toronto Star	23.1
16.	Toronto Telegram	21.3
17.	Hamilton Spectator	20.7
18.	Sydney-Cape Breton Post	19.9
19.	Edmonton Journal	16.7
20.	Montreal La Presse	14.5
21.	Ottawa Le Droit	12.1
22.	St. John Telegraph-Journal	10.8
23.	Trois-Rivieres Nouvelliste	8.8
24.	Halifax Chronicle-Herald	6.7
25.	Kitchener-Waterloo Record	6.3

No coverage: Calgary Herald, Quebec City Le Soleil, Sherbrooke La Tribune, Montreal Le Devoir.

Table 40: Regional Groupings and Totals, subcategory 1b.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	36.1		
2. Vancouver Times	40.5		
3. Victoria Colonist	30.1	106.7	35.6
Prairie Provinces:			
1. Edmonton Journal	16.7		
2. Calgary Herald	0.0		
3. Regina Leader-Post	56.9		
4. Saskatoon Star-Phoenix	55.2		
5. Winnipeg Free Press	104.9		
6. Winnipeg Tribune	97.1	330.8	55.1
Ontario:			
1. Toronto Star	23.1		
2. Toronto Telegram	21.3		
3. Toronto Globe and Mail	38.3		
4. London Free Press	27.2		
5. Hamilton Spectator	20.7		
6. Windsor Star	37.9		
7. Ottawa Journal	96.3		
8. Kitchener-Waterloo Record	6.3		
9. Ottawa Le Droit	12.1	283.2	31.5
Quebec:			
1. Montreal La Presse	14.5		
2. Quebec City Le Soleil	0.0		
3. Sherbrooke La Tribune	0.0		
4. Trois-Rivieres Nouvelliste	8.8		
5. Montreal Le Devoir	0.0		
6. Montreal Star	31.2		
7. Montreal Gazette	27.1	81.6	11.7
Atlantic Provinces:			
1. Halifax Chronicle-Herald	6.7		
2. Sydney-Cape Breton Post	19.9		
3. St. John Telegraph-Journal	10.8		
4. St. John's Telegram	30.2	67.6	16.9
French Language Newspapers		35.4	5.9
English Language Newspapers		940.3	36.5

Subcategory 1c: This subcategory included reports on the annual review of the Economic Council of Canada. As such, it was reasonably representative of the news reports in Category 1 which were, broadly speaking, equally relevant to all five regions of Canada. Since, however, they were federal reports, it was possible that they would receive rather less than average attention in French-language newspapers if theories about Quebec parochialism or self-preoccupation are accurate.

The results below indicate that French-language coverage averaged a total of roughly one third that of English-language coverage. This further indication of French-language disinterest in federal administrative affairs is examined in greater detail in the concluding section of this study.

Table 41: Weighted column inch coverage by newspapers, subcategory 1c.

1.	Montreal Star	330.8
2.	Toronto Star	309.8
3.	Toronto Globe and Mail	303.2
4.	Saskatoon Star-Phoenix	270.1
5.	Montreal Gazette	263.7
6.	Windsor Star	257.8
7.	Kitchener-Waterloo Record	251.2
8.	Regina Leader-Post	240.6
9.	Halifax Chronicle Herald	233.5
10.	London Free Press	230.4
11.	Sydney-Cape Breton Post	217.6
12.	St. John Telegraph-Journal	167.9
13.	Winnipeg Tribune	166.9
14.	Winnipeg Free Press	163.5
15.	Ottawa Journal	153.9
16.	Vancouver Times	144.1
17.	Calgary Herald	139.0
18.	Toronto Telegram	105.6
19.	Quebec City Le Soleil	101.1
20.	Ottawa Le Droit	92.6
21.	Sherbrooke La Tribune	91.1
22.	Edmonton Journal	85.7
23.	St. John's Telegram	88.8
24.	Hamilton Spectator	63.3
25.	Montreal La Presse	42.5
26.	Vancouver Sun	41.5
27.	Victoria Colonist	33.0
28.	Montreal Le Devoir	25.5

No Coverage: Trois Rivières Nouvelliste.

Table 42: Regional Groupings and Totals, subcategory 1c.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	41.5		
2. Vancouver Times	144.1		
3. Victoria Colonist	33.0	218.6	72.9
Prairie Provinces:			
1. Edmonton Journal	85.7		
2. Calgary Herald	139.0		
3. Regina Leader-Post	240.6		
4. Saskatoon Star-Phoenix	270.1		
5. Winnipeg Free Press	163.5		
6. Winnipeg Tribune	166.9	1,065.8	177.6
Ontario:			
1. Toronto Star	309.8		
2. Toronto Telegram	105.6		
3. Toronto Globe and Mail	303.2		
4. London Free Press	230.4		
5. Hamilton Spectator	63.3		
6. Windsor Star	257.8		
7. Ottawa Journal	153.9		
8. Kitchener-Waterloo Record	251.2		
9. Ottawa Le Droit	92.6	1,767.8	196.4
Quebec:			
1. Montreal La Presse	42.5		
2. Quebec City Le Soleil	101.1		
3. Sherbrooke La Tribune	91.1		
4. Trois-Rivieres Nouvelliste	0.0		
5. Montreal Le Devoir	25.5		
6. Montreal Star	330.8		
7. Montreal Gazette	263.7	854.7	122.1
Atlantic Provinces:			
1. Halifax Chronicle-Herald	233.5		
2. Sydney-Cape Breton Post	217.6		
3. St. John Telegraph-Journal	167.9		
4. St. John's Telegram	88.8	707.8	176.9
French Language Newspapers		352.8	58.8
English Language Newspapers		4,261.9	185.3

Subcategory 1d: This subcategory included reports on unemployment in Canada. It would be expected that reports of this kind -- indicating national, regional and city-by-city unemployment totals -- would get roughly similar attention by all

newspapers.

The results below indicate that this was the case so far as regions and English and French language groups were concerned. Among individual newspapers, however, it appears that those published in primary and secondary manufacturing areas gave slightly greater emphasis than those that are not -- twelve of the first 15 in order of weighted inch coverage were newspapers published in relatively high density manufacturing areas.

The relatively scant attention apparently paid by Toronto newspapers remains inexplicable.

Table 43: Weighted Column Inch Coverage by Newspapers, subcategory 1d.

1.	London Free Press	162.7
2.	Kitchener-Waterloo Record	139.9
3.	Montreal Le Devoir	124.9
4.	Sydney-Cape Breton Post	116.1
5.	Quebec City Le Soleil	92.5
6.	Edmonton Journal	92.4
7.	Montreal Star	92.0
8.	Windsor Star	79.3
9.	St. John Telegraph-Journal	78.2
10.	Vancouver Times	77.9
11.	Ottawa Le Droit	77.6
12.	Hamilton Spectator	73.2
13.	Regina Leader-Post	69.5
14.	Montreal La Presse	69.3
15.	Saskatoon Star-Phoenix	56.4
16.	Sherbrooke La Tribune	55.5
17.	Calgary Herald	53.9
18.	Toronto Globe and Mail	52.0
19.	St. John's Telegram	50.4
20.	Winnipeg Tribune	47.3
21.	Winnipeg Free Press	47.0
22.	Halifax Chronicle-Herald	44.4
23.	Montreal Gazette	37.6
24.	Vancouver Sun	36.5
25.	Ottawa Journal	31.2
26.	Victoria Colonist	25.1
27.	Trois-Rivieres Nouvelliste	22.7
28.	Toronto Star	12.6
29.	Toronto Telegram	7.4

Table 44: Regional Groupings and Totals, subcategory 1d.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	36.5		
2. Vancouver Times	77.9		
3. Victoria Colonist	25.1	139.5	46.5
Prairie Provinces:			
1. Edmonton Journal	92.4		
2. Calgary Herald	53.9		
3. Regina Leader Post	69.5		
4. Saskatoon Star-Phoenix	56.4		
5. Winnipeg Free Press	47.0		
6. Winnipeg Tribune	47.3	366.5	61.1
Ontario:			
1. Toronto Star	12.6		
2. Toronto Telegram	7.4		
3. Toronto Globe and Mail	52.0		
4. London Free Press	162.7		
5. Hamilton Spectator	73.2		
6. Windsor Star	79.3		
7. Ottawa Journal	31.2		
8. Kitchener-Waterloo Record	139.9		
9. Ottawa Le Droit	77.6	635.9	70.4
Quebec:			
1. Montreal La Presse	69.3		
2. Quebec City Le Soleil	92.5		
3. Sherbrooke La Tribune	55.5		
4. Trois-Rivieres Nouvelliste	22.7		
5. Montreal Le Devoir	124.9		
6. Montreal Star	92.0		
7. Montreal Gazette	37.6	494.5	70.6
Atlantic Provinces:			
1. Halifax Chronicle-Herald	44.4		
2. Sydney-Cape Breton Post	116.1		
3. St. John Telegraph-Journal	78.2		
4. St. John's Telegram	50.4	289.1	72.3
French Language Newspapers		442.5	73.8
English Language Newspapers		1,480.0	64.3

Subcategory 1e: This subcategory dealt with the attempt by Dr. Milford Sibley to come to Canada to address a student group at Winnipeg, his refusal of admittance by a local immigration officer and actions and reactions to the incident in Ottawa. It was selected in an effort to determine the possible effects of direct regional concern -- in this case the Prairie provinces -- and the mixing of some political overtones into a basically administration event.

The results indicate that the regional concern of the event was probably a factor in selection for publication. Average lengths of reports varied almost exactly with the distance of newspapers from Winnipeg. In addition, it appears that the federal involvement with political overtones served to catch the attention of the Ontario region, as might have been expected.

The English-French language groupings indicate, once again, a greater indifference to federal affairs on the part of French language newspapers.

Table 45: Weighted Column Inch Coverage by Newspapers, subcategory 1e.

1.	Winnipeg Tribune	398.6
2.	Toronto Globe and Mail	200.5
3.	Toronto Telegram	194.4
4.	Regina Leader-Post	141.6
5.	Winnipeg Free Press	135.5
6.	Hamilton Spectator	116.1
7.	Toronto Star	115.1
8.	Vancouver Times	106.9
9.	Ottawa Journal	106.0
10.	Montreal Star	103.8
11.	Montreal Le Devoir	97.1
12.	Kitchener-Waterloo Record	94.9
13.	London Free Press	94.1
14.	Victoria Colonist	93.3
15.	Saskatoon Star-Phoenix	91.8
16.	Windsor Star	84.8
17.	Edmonton Journal	74.2
18.	Sydney-Cape Breton Post	70.7
19.	Montreal La Presse	70.6
20.	Vancouver Sun	66.1
21.	Ottawa Le Droit	64.4

Table 45: (cont'd.)

22.	Montreal Gazette	61.9
23.	Halifax Chronicle-Herald	39.3
24.	Quebec City Le Soleil	38.5
25.	Calgary Herald	38.3
26.	Sherbrooke La Tribune	32.7
27.	Trois-Rivieres Nouvelliste	28.8
28.	St. John Telegraph-Journal	22.3.
29.	St. John's Telegram	10.3

Table 46: Regional Groupings and Totals, subcategory 1e.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	66.1		
2. Vancouver Times	106.9		
3. Victoria Colonist	93.3	266.3	88.8
Prairie Provinces:			
1. Edmonton Journal	74.2		
2. Calgary Herald	38.3		
3. Regina Leader Post	141.6		
4. Saskatoon Star-Phoenix	91.8		
5. Winnipeg Free Press	135.5		
6. Winnipeg Tribune	398.6	880.0	146.7
Ontario:			
1. Toronto Star	115.1		
2. Toronto Telegram	194.4		
3. Toronto Globe and Mail	200.5		
4. London Free Press	94.1		
5. Hamilton Spectator	116.1		
6. Windsor Star	84.8		
7. Ottawa Journal	106.0		
8. Kitchener-Waterloo Record	94.9		
9. Ottawa Le Droit	64.4	1,070.3	118.9
Quebec:			
1. Montreal La Presse	70.6		
2. Quebec City Le Soleil	38.5		
3. Sherbrooke La Tribune	32.7		
4. Trois-Rivieres Nouvelliste	28.8		
5. Montreal Le Devoir	97.1		
6. Montreal Star	103.8		
7. Montreal Gazette	61.9	433.4	61.9

Table 46: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
Atlantic Provinces:			
1. Halifax Chronicle-Herald	39.3		
2. Sydney-Cape Breton Post	70.7		
3. St. John Telegraph-Journal	22.3		
4. St. John's Telegram	10.3	142.6	35.7
French Language Newspapers		332.1	55.4
English Language Newspapers		2,460.5	106.9

Subcategory 1f: General checking of the newspapers selected for this study indicated that within Category 1 the activities of the RCMP were generally ignored by French-language newspapers. This subcategory selected one report involving the RCMP, dealing with changes in the force's uniforms.

Results confirmed the preliminary indications. No French-language newspaper reported the announcement. In addition, provinces with RCMP detachments serving as provincial police forces appeared to give the greatest amount of space to the item.

Table 47: Weighted Column Inch Coverage by Newspapers, subcategory 1f.

1. Regina Leader-Post	19.0
2. Victoria Colonist	13.7
3. Hamilton Spectator	12.6
4. Edmonton Journal	11.5
5. Calgary Herald	9.9
6. Saskatoon Star-Phoenix	9.9
7. Sydney-Cape Breton Post	8.8
8. Windsor Star	8.4
9. Kitchener-Waterloo Record	6.6
10. London Free Press	6.3
11. Winnipeg Tribune	4.7
12. St. John Telegraph-Journal	4.2

No Coverage: Vancouver Sun, Vancouver Times, Winnipeg Free Press, Toronto Star, Toronto Telegram, Toronto Globe and Mail, Ottawa Le Droit, Ottawa Journal, Montreal La Presse, Quebec City Le Soleil, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Le Devoir, Montreal Star, Montreal Gazette, St. John's Telegram.

Subcategory 2a: This, as noted above, was a precautionary subcategory to check the accuracy of computer results.

Subcategory 2b: Since a federal election was a major continuing speculative topic during the period studied reports on such a topic were selected to check on the general balance of the category as a whole. It was expected that roughly the same attention would be devoted by newspapers to election speculation as would be devoted to federal politics generally.

The results provided qualified confirmation. The coverage given to election speculation by English and French language newspapers worked out to be almost exactly the same (5.7-5.7 for the category and 2.2-2.1 for the subcategory). Regional correlations were close as well and the relationship between circulation and emphasis appeared to be similar (12/15 of the category by weighted length were in the top 15 by circulation, 9/15 were in the subcategory).

Since election speculation did not involve evocative issues as such, it appeared that a national pattern of emphasis was followed along lines generally characteristic of newspapers as a whole. Other subcategories in this section will deal with more evocative issues.

The results:

Table 48: Weighted Column Inch Coverage by Newspapers, subcategory 2b.

1.	Hamilton Spectator	357.1
2.	Ottawa Journal	347.4
3.	Windsor Star	313.0
4.	Ottawa Le Droit	310.9
5.	Sherbrooke La Tribune	301.9
6.	Kitchener-Waterloo Record	280.2
7.	Montreal La Presse	268.0
8.	London Free Press	260.2
9.	Edmonton Journal	253.4
10.	Montreal Star	250.8
11.	Regina Leader-Post	250.1
12.	Toronto Telegram	246.8
13.	Calgary Herald	227.3

Table 48: (cont'd.)

14.	Vancouver Sun	211.7
15.	Vancouver Times	210.8
16.	Toronto Star	204.4
17.	Saskatoon Star-Phoenix	203.5
18.	Winnipeg Free Press	192.5
19.	Montreal Gazette	189.6
20.	Winnipeg Tribune	180.1
21.	Toronto Globe and Mail	174.5
22.	Sydney-Cape Breton Post	170.7
23.	Quebec City Le Soleil	165.8
24.	Victoria Colonist	165.7
25.	Montreal Le Devoir	162.8
26.	Trois-Rivieres Nouvelliste	143.0
27.	Halifax Chronicle-Herald	132.5
28.	St. John Telegraph-Journal	111.7
29.	St. John's Telegram	43.8

Table 49: Regional Groupings and Totals, subcategory 2b.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	211.7		
2. Vancouver Times	210.8		
3. Victoria Colonist	165.7	588.2	196.1
Prairie Provinces:			
1. Edmonton Journal	253.4		
2. Calgary Herald	227.3		
3. Regina Leader-Post	250.1		
4. Saskatoon Star-Phoenix	203.5		
5. Winnipeg Free Press	192.5		
6. Winnipeg Tribune	180.1	1,306.9	217.8
Ontario:			
1. Toronto Star	204.4		
2. Toronto Telegram	246.8		
3. Toronto Globe and Mail	174.5		
4. London Free Press	260.2		
5. Hamilton Spectator	357.1		
6. Windsor Star	313.0		
7. Ottawa Journal	347.4		
8. Kitchener-Waterloo Record	280.2		
9. Ottawa Le Droit	310.9	2,494.5	277.2

Table 49: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
Quebec:			
1. Montreal La Presse	268.0		
2. Quebec City Le Soleil	165.8		
3. Sherbrooke La Tribune	301.9		
4. Trois-Rivieres Nouvelliste	143.0		
5. Montreal Le Devoir	162.8		
6. Montreal Star	250.8		
7. Montreal Gazette	189.6	1,481.9	211.7
Atlantic Provinces:			
1. Halifax Chronicle-Herald	132.5		
2. Sydney-Cape Breton Post	170.7		
3. St. John Telegraph-Journal	111.7		
4. St. John's Telegram	43.8	458.7	114.7
French Language Newspapers		1,352.4	225.4
English Language Newspapers		4,977.8	216.4

Subcategory 2c: The federal budget was selected as a supporting check with subcategory 2b. It was felt that category balance might possibly be upset by this topic, one of the largest single events in the category, and so a trial was run for totals.

The results indicated a workable correlation with the figures for the whole category. The order of regions paralleled exactly, the dominance of large circulation newspapers was very similar (11/15 of the top 15 compared with 12/15 for the category as a whole) and English-French language coverage was reasonably close.

The results:

Table 50: Weighted Column Inch Coverage by Newspapers, subcategory 2c.

1. Montreal Star	1,655.2
2. Toronto Globe and Mail	1,140.6
3. Winnipeg Free Press	1,048.7
4. Windsor Star	1,008.1
5. Montreal Gazette	934.1
6. Hamilton Spectator	919.7
7. Ottawa Journal	916.4
8. Toronto Star	900.9
9. Regina Leader-Post	843.5

Table 50: (cont'd.)

10.	Toronto Telegram	815.7
11.	Montreal La Presse	808.8
12.	London Free Press	801.8
13.	Ottawa Le Droit	746.0
14.	Kitchener-Waterloo Record	704.9
15.	Quebec City Le Soleil	674.6
16.	Saskatoon Star-Phoenix	661.3
17.	Winnipeg Tribune	650.4
18.	Sydney-Cape Breton Post	605.7
19.	Halifax Chronicle-Herald	575.2
20.	Edmonton Journal	561.5
21.	Vancouver Sun	560.6
22.	St. John's Telegram	557.3
23.	Calgary Herald	550.0
24.	Sherbrooke La Tribune	532.8
25.	Montreal Le Devoir	520.5
26.	Vancouver Times	488.0
27.	Trois-Rivieres Nouvelliste	484.3
28.	Victoria Colonist	464.6
29.	St. John Telegraph-Journal	456.3

Table 51: Regional Groupings and Totals, subcategory 2c.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	560.6		
2. Vancouver Times	488.0		
3. Victoria Colonist	464.6	1,513.2	504.4
Prairie Provinces:			
1. Edmonton Journal	561.5		
2. Calgary Herald	550.0		
3. Regina Leader-Post	843.5		
4. Saskatoon Star-Phoenix	661.3		
5. Winnipeg Free Press	1,048.7		
6. Winnipeg Tribune	650.4	4,315.4	719.2
Ontario:			
1. Toronto Star	900.9		
2. Toronto Telegram	815.7		
3. Toronto Globe and Mail	1,140.6		
4. London Free Press	801.8		
5. Hamilton Spectator	919.7		
6. Windsor Star	1,008.1		
7. Ottawa Journal	916.4		
8. Kitchener-Waterloo Record	704.9		
9. Ottawa Le Droit	746.0	7,954.1	883.8

Table 51: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
Quebec:			
1. Montreal La Presse	808.8		
2. Quebec City Le Soleil	674.6		
3. Sherbrooke La Tribune	532.8		
4. Trois-Rivieres Nouvelliste	484.3		
5. Montreal Le Devoir	520.5		
6. Montreal Star	1,655.2		
7. Montreal Gazette	934.1	5,610.3	801.5
Atlantic Provinces:			
1. Halifax Chronicle-Herald	575.2		
2. Sydney-Cape Breton Post	605.7		
3. St. John Telegraph-Journal	456.3		
4. St. John's Telegram	557.3	2,194.5	548.6
French Language Newspapers		3,767.0	627.8
English Language Newspapers		17,820.5	774.8

Subcategory 2d: This subcategory abstracted a single event -- the report of a possible ban on cigarette advertising on television -- to determine whether there were French-English language differences in emphasis.

The results confirmed this. No French language newspaper carried the report at all. Surprisingly, however, no report was printed in the Atlantic provinces either -- a result possibly explained because of the difference in time zones and the relatively ephemeral nature of the report that made it unlikely that it would be carried over to a second day.

Since this was a Canadian Press report in most of the newspapers surveyed, it is likely that the decision on publication was affected by CP filing patterns. If the item was not filed to French-language or Atlantic province newspapers by CP it would ordinarily be unlikely that an alternative version would be available -- especially since the item was of marginal importance.

The results:

Table 52: Weighted Column Inch Coverage by Newspapers, subcategory 2d.

1.	Toronto Telegram	34.1
2.	Winnipeg Free Press	32.1
3.	London Free Press	28.7
4.	Calgary Herald	22.7
5.	Windsor Star	18.8
6.	Kitchener-Waterloo Record	17.0
7.	Toronto Star	17.0
8.	Hamilton Spectator	14.8
9.	Vancouver Sun	14.3
10.	Montreal Gazette	13.7
11.	Edmonton Journal	12.3
12.	Montreal Star	10.4
13.	Winnipeg Tribune	8.0
14.	Vancouver Times	3.5
15.	Ottawa Journal	3.0
16.	Regina Leader-Post	2.3

No Coverage: Victoria Colonist, Saskatoon Star-Phoenix, Toronto Globe and Mail, Ottawa Le Droit, Montreal La Presse, Quebec City Le Soleil, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Le Devoir, Halifax Chronicle-Herald, Sydney-Cape Breton Post, St. John Telegraph-Journal, St. John's Telegram.

Subcategories 3a-3e: These subcategories dealt with the handling of provincial throne speeches and budgets in each of the five regions studied. This topic represented the one possible topic which could be compared directly within the category of provincial politics and administration to determine differences of regional emphasis and differences between regions.

From the results, it is apparent that only marginal interest was taken by newspapers in the governmental affairs of outside regions. Even in immediately adjacent regions coverage dropped to less than half that given in the region where the throne speech or budget report was available. And with distant regions, coverage was purely nominal. Of regional newspapers taking an interest in the subcategory in other regions, those published in Ontario were the most consistent in their coverage. The London Free Press carried items about throne speeches or budgets in all five areas as well as the largest amount of coverage about its own region. It was followed by the Toronto Globe and Mail.

Differences between English and French-language newspapers are revealing. When totals for newspapers in the region of the reports' origin are removed, this pattern of outside region coverage emerges:

	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairie</u>	<u>B.C.</u>
English	57.6	789.7	195.6	318.3	278.8
French	28.4	363.2	137.8	56.1	18.5
Region newspapers	553.6	3,233.2	2,854.9	613.5	688.1

Thus, it is clear that French-language newspapers have greater proportionate coverage of their own region by a considerable margin (averaging 466.1 weighted column inches for Quebec in the case of the five Quebec French language newspapers and 313.3 in the case of the one Ontario French language newspaper dealing with the Ontario topic).

By comparison, English language newspapers in the Atlantic provinces averaged 138.4 weighted column inches for their regional throne speeches and budgets, those of Ontario averaged 317.7 weighted column inches for their region. Prairie newspapers averaged 102.3 weighted column inches for the Prairie region and B.C. newspapers averaged 229.3.

So far as outside region coverage was concerned, French language newspapers published in Quebec plus Le Droit of Ottawa averaged 4.7 weighted column inches coverage of the Atlantic provinces, 90.2 weighted column inches coverage of Ontario (with Le Droit excluded), 9.4 weighted column inches for the Prairies and 3.1 weighted column inches for B.C.

The detailed results:

Table 53: Weighted Column Inch Coverage by Newspapers, subcategory 3a.

1.	Halifax Chronicle-Herald	285.5
2.	Sydney-Cape Breton Post	143.8
3.	St. John's Telegram	67.7
4.	St. John Telegraph-Journal	56.6
5.	Saskatoon Star-Phoenix	11.5
6.	Montreal Gazette	11.2
7.	Montreal La Presse	10.5
8.	Quebec City Le Soleil	9.9
9.	Edmonton Journal	9.9
10.	London Free Press	9.4
11.	Hamilton Spectator	9.3
12.	Ottawa Le Droit	8.0
13.	Vancouver Sun	6.3

No Coverage: Vancouver Times, Victoria Colonist, Calgary Herald, Regina Leader-Post, Winnipeg Free Press, Winnipeg Tribune, Toronto Star, Toronto Telegram, Toronto Globe and Mail, Windsor Star, Ottawa Journal, Kitchener-Waterloo Record, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Le Devoir, Montreal Star.

Table 54: Weighted Column Inch Coverage by Newspapers, subcategory 3b.

1.	Montreal La Presse	727.4
2.	Quebec City Le Soleil	533.0
3.	Ottawa Le Droit	363.2
4.	Trois-Rivieres Nouvelliste	359.1
5.	Montreal Le Devoir	359.0
6.	Montreal Star	345.1
7.	Montreal Gazette	294.6
8.	Sherbrooke La Tribune	251.8
9.	Toronto Globe and Mail	133.1
10.	London Free Press	106.0
11.	Ottawa Journal	90.9
12.	Hamilton Spectator	72.6
13.	Sydney-Cape Breton Post	49.1
14.	Toronto Star	45.9
15.	Regina Leader-Post	41.9
16.	Toronto Telegram	38.7
17.	Edmonton Journal	29.3
18.	Windsor Star	28.0
19.	Winnipeg Free Press	27.1
20.	Winnipeg Tribune	26.6
21.	Vancouver Sun	23.5
22.	St. John Telegraph-Journal	18.4
23.	Kitchener-Waterloo Record	15.6
24.	Vancouver Times	15.4
25.	Calgary Herald	13.0
26.	Halifax Chronicle-Herald	11.9
27.	Saskatoon Star-Phoenix	2.7

No Coverage: Victoria Colonist, St. John's Telegram.

Table 55: Weighted Column Inch Coverage by Newspapers, subcategory 3c.

1.	London Free Press	419.5
2.	Toronto Globe and Mail	366.7
3.	Ottawa Journal	356.5
4.	Ottawa Le Droit	313.3
5.	Toronto Star	311.5
6.	Toronto Telegram	302.0
7.	Windsor Star	272.2
8.	Hamilton Spectator	264.4
9.	Kitchener-Waterloo Record	248.8
10.	Montreal Star	40.4
11.	Montreal Le Devoir	38.5
12.	Montreal La Presse	37.3
13.	Trois-Rivieres Nouvelliste	35.9
14.	Quebec City Le Soleil	26.1
15.	Calgary Herald	24.9
16.	Saskatoon Star-Phoenix	23.5
17.	Vancouver Sun	20.8
18.	Regina Leader-Post	19.5
19.	Winnipeg Tribune	17.5
20.	Montreal Gazette	13.3
21.	Victoria Colonist	13.2
22.	Sydney-Cape Breton Post	7.3
23.	St. John Telegraph-Journal	6.6
24.	Vancouver Times	5.3
25.	Edmonton Journal	3.3

No Coverage: Winnipeg Free Press, Sherbrooke La Tribune, Halifax Chronicle-Herald, St. John's Telegram.

Table 56: Weighted Column Inch Coverage by Newspapers, subcategory 3d.

1.	Regina Leader Post	337.2
2.	Winnipeg Free Press	98.4
3.	Saskatoon Star-Phoenix	97.5
4.	London Free Press	44.0
5.	Montreal Gazette	41.4
6.	Montreal Star	37.5
7.	Edmonton Journal	33.7
8.	Windsor Star	29.2
9.	Hamilton Spectator	27.0
10.	Toronto Globe and Mail	24.9
11.	Winnipeg Tribune	23.6
12.	Calgary Herald	23.1
13.	Montreal La Presse	22.5
14.	Toronto Star	17.0
15.	St. John Telegraph-Journal	15.6
16.	Ottawa Le Droit	15.5
17.	Kitchener-Waterloo Record	11.5
18.	Vancouver Sun	10.2
19.	Victoria Colonist	9.9

Table 56: (cont'd.)

20.	Ottawa Journal	8.9
21.	Sherbrooke La Tribune	7.9
22.	Vancouver Times	7.7
23.	Montreal Le Devoir	5.5
24.	Sydney-Cape Breton Post	5.5
25.	Trois-Rivieres Nouvelliste	4.7
26.	Halifax Chronicle-Herald	4.4

No Coverage: Toronto Telegram, Quebec City Le Soleil, St. John's Telegram.

Table 57: Weighted Column Inch Coverage by Newspapers, subcategory 3e.

1.	Victoria Colonist	322.9
2.	Vancouver Times	199.6
3.	Vancouver Sun	165.6
4.	Regina Leader-Post	46.2
5.	Toronto Globe and Mail	41.9
6.	Montreal Star	27.6
7.	Toronto Star	25.9
8.	Calgary Herald	20.9
9.	Windsor Star	19.0
10.	Edmonton Journal	18.8
11.	Toronto Telegram	18.3
12.	Kitchener-Waterloo Record	15.9
13.	Winnipeg Tribune	14.7
14.	Hamilton Spectator	11.5
15.	Saskatoon Star-Phoenix	11.5
16.	Trois-Rivieres Nouvelliste	9.4
17.	London Free Press	9.1
18.	Montreal La Presse	9.1
19.	Montreal Gazette	5.0

No Coverage: Winnipeg Free Press, Ottawa Journal, Ottawa Le Droit, Quebec City Le Soleil, Sherbrooke La Tribune, Montreal Le Devoir, Halifax Chronicle-Herald, Sydney-Cape Breton Post, St. John Telegraph-Journal, St. John's Telegram.

Subcategory 4a: This subcategory provided a check on the general category of biculturalism since, presumably, selection of material on this topic would be governed by much the same interest as would be displayed in a report on biculturalism.

The results confirmed this. In the whole category and the subcategory, regions gave the same relative attention to the respective subjects. Twelve of the top 15 newspapers in order of category weighted column inches were among the top 15 in the subcategory.

The results:

Table 58: Weighted Column Inch Coverage by Newspapers, subcategory 4a.

1.	Montreal Star	1,011.2
2.	Montreal La Presse	590.0
3.	Ottawa Journal	551.5
4.	Montreal Le Devoir	544.2
5.	Montreal Gazette	336.6
6.	Halifax Chronicle-Herald	303.9
7.	Hamilton Spectator	301.2
8.	Saskatoon Star-Phoenix	300.4
9.	Ottawa Le Droit	299.2
10.	Toronto Globe and Mail	296.3
11.	Regina Leader-Post	288.6
12.	Quebec City Le Soleil	285.2
13.	Toronto Telegram	272.8
14.	Winnipeg Free Press	265.9
15.	Sherbrooke La Tribune	259.2
16.	Calgary Herald	253.5
17.	Trois-Rivieres Nouvelliste	251.8
18.	Sydney-Cape Breton Post	246.0
19.	Kitchener-Waterloo Record	239.1
20.	St. John Telegraph-Journal	229.0
21.	Toronto Star	228.6
22.	Edmonton Journal	228.0
23.	Vancouver Sun	219.5
24.	Winnipeg Tribune	203.3
25.	Windsor Star	194.7
26.	St. John's Telegram	162.8
27.	London Free Press	149.4
28.	Victoria Colonist	91.6
29.	Vancouver Times	89.2

Table 59: Regional Groupings and Totals, subcategory 4a.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	219.5		
2. Vancouver Times	89.2		
3. Victoria Colonist	91.6	400.3	133.4
Prairie Provinces:			
1. Edmonton Journal	228.0		
2. Calgary Herald	253.5		
3. Regina Leader-Post	288.6		
4. Saskatoon Star-Phoenix	300.4		
5. Winnipeg Free Press	265.9		
6. Winnipeg Tribune	203.3	1,539.7	256.6

Table 59: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
Ontario:			
1. Toronto Star	228.6		
2. Toronto Telegram	272.8		
3. Toronto Globe and Mail	296.3		
4. London Free Press	149.4		
5. Hamilton Spectator	301.2		
6. Windsor Star	194.7		
7. Ottawa Journal	551.5		
8. Kitchener-Waterloo Record	239.1		
9. Ottawa Le Droit	299.2	2,532.8	281.4
Quebec:			
1. Montreal La Presse	590.0		
2. Quebec City Le Soleil	285.2		
3. Sherbrooke La Tribune	259.2		
4. Trois-Rivieres Nouvelliste	251.8		
5. Montreal Le Devoir	544.2		
6. Montreal Star	1,011.2		
7. Montreal Gazette	336.6	3,248.2	464.0
Atlantic Provinces:			
1. Halifax Chronicle-Herald	303.9		
2. Sydney-Cape Breton Post	246.0		
3. St. John Telegraph-Journal	229.0		
4. St. John's Telegram	162.8	941.7	235.4
French Language Newspapers		2,229.6	371.6
English Language Newspapers		6,563.1	285.3

Subcategory 4b: This subcategory provided a check to determine whether the issue of a Canadian flag -- a major topic in the six months preceding this study -- distorted the figures for the biculturalism category. Serious variations from the broad category pattern could introduce differential weightings of a misleading nature.

From the results, it appears that the flag issue was a relatively neutral topic so far as space allotted was concerned. Regional and French-English emphasis were both relatively evenly balanced. It was clear, however,

that some individual newspapers -- presumably at the discretion of editors rather tired of the topic -- tended to opt out in each region: The Edmonton Journal in the Prairie region, two of the French language newspapers and the St. John's Telegram in the Atlantic Provinces.

Table 60: Weighted Column Inch Coverage by Newspapers, subcategory 4b.

1.	Montreal Star	376.1
2.	Ottawa Journal	363.4
3.	Ottawa Le Droit	332.3
4.	Toronto Star	331.2
5.	Quebec City Le Soleil	307.9
6.	Windsor Star	305.0
7.	Kitchener-Waterloo Record	283.1
8.	Montreal La Presse	271.7
9.	London Free Press	265.3
10.	Victoria Colonist	238.7
11.	Sydney-Cape Breton Post	221.5
12.	Montreal Gazette	216.6
13.	Winnipeg Free Press	211.3
14.	Hamilton Spectator	182.3
15.	Toronto Telegram	179.7
16.	Calgary Herald	178.1
17.	Toronto Globe and Mail	166.1
18.	Halifax Chronicle-Herald	161.5
19.	Saskatoon Star-Phoenix	146.3
20.	Regina Leader-Post	129.7
21.	Vancouver Times	121.7
22.	Trois-Rivieres Nouvelliste	120.1
23.	Winnipeg Tribune	119.8
24.	St. John Telegraph-Journal	106.3
25.	Vancouver Sun	102.1
26.	St. John's Telegram	84.1
27.	Sherbrooke La Tribune	69.3
28.	Edmonton Journal	67.9
29.	Montreal Le Devoir	48.6

Table 61: Regional Groupings and Totals, subcategory 4b.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
1. Vancouver Sun	102.1		
2. Vancouver Times	121.7		
3. Victoria Colonist	238.7	462.5	154.2

Table 61: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
Prairie Provinces:			
1. Edmonton Journal	67.9		
2. Calgary Herald	178.1		
3. Regina Leader-Post	129.7		
4. Saskatoon Star-Phoenix	146.3		
5. Winnipeg Free Press	211.3		
6. Winnipeg Tribune	119.8	853.1	142.2
Ontario:			
1. Toronto Star	331.2		
2. Toronto Telegram	179.7		
3. Toronto Globe and Mail	166.1		
4. London Free Press	265.3		
5. Hamilton Spectator	182.3		
6. Windsor Star	305.0		
7. Ottawa Journal	363.4		
8. Kitchener-Waterloo Record	283.1		
9. Ottawa Le Droit	332.3	2,408.4	267.6
Quebec:			
1. Montreal La Presse	271.7		
2. Quebec City Le Soleil	307.9		
3. Sherbrooke La Tribune	69.3		
4. Trois Rivieres Nouvelliste	120.1		
5. Montreal Le Devoir	48.6		
6. Montreal Star	376.1		
7. Montreal Gazette	216.6	1,410.3	201.5
Atlantic Provinces:			
1. Halifax Chronicle-Herald	161.5		
2. Sydney-Cape Breton Post	221.5		
3. St. John Telegraph-Journal	106.3		
4. St. John's Telegram	84.1	573.4	143.4
French Language Newspapers		1,149.9	191.6
English Language Newspapers		4,557.8	198.2

Subcategories 4c, 4d, 4e: These subcategories were selected to provide a national sample of the handling of bicultural issues. Subcategory 4c dealt with the negotiations between the Commission and the Ottawa City Council, 4d dealt with the bid for French language instruction in Saskatchewan schools and 4e with a similar issue in Georgetown, Ontario. The fact that the events

were in two regions and occurred at reasonably widely separated times was assumed to be sufficient to permit the measurement of newspaper interest in substantive problems of biculturalism and bilingualism.

The results make it clear that the English language newspapers selected for this study were far less interested in the subject than their French language counterparts. As noted in Table 65, only 13 newspapers in the sample covered all three events -- five of them French language or Montreal based. And the total amount of coverage was heavily weighted in favour of the French language and Montreal group. Of the remaining newspapers, three were members of the Southam group with access to the reports of special reporters to supplement basic agency reports.

This suggests that, in part, attention paid by the remaining English language newspapers to the subcategories chosen was affected by the limited availability of such material from the news agencies. Further study would be needed to confirm this, however.

The results:

Table 62: Weighted Column Inch Coverage by Newspapers, Subcategory 4c.

1.	Ottawa Le Droit	156.5
2.	Ottawa Journal	35.2
3.	Montreal La Presse	32.1
4.	Sherbrooke La Tribune	24.2
5.	Montreal Star	22.2
6.	Sydney-Cape Breton Post	20.7
7.	Montreal Gazette	20.7
8.	Kitchener-Waterloo Record	20.1
9.	Windsor Star	18.1
10.	Toronto Globe and Mail	15.4
11.	St. John Telegraph-Journal	13.8
12.	Winnipeg Free Press	13.2
13.	Toronto Star	12.1
*14.	Calgary Herald	12.1
*15.	Hamilton Spectator	12.0
*16.	Edmonton Journal	11.5
17.	Montreal Le Devoir	9.6
18.	Saskatoon Star-Phoenix	9.4
19.	Winnipeg Tribune	7.0

Table 62: (cont'd.)

No Coverage: Vancouver Sun, Vancouver Times, Victoria Colonist, Regina Leader-Post, Toronto Telegram, London Free Press, Quebec City Le Soleil, Trois-Rivieres Nouvelliste, Halifax Chronicle-Herald, St. John's Telegram.

*: Southam Newspaper.

Table 63: Weighted Column Inch Coverage by Newspapers, subcategory 4d.

1.	Saskatoon Star-Phoenix	175.9
2.	Regina Leader-Post	162.8
3.	Montreal La Presse	159.8
4.	Ottawa Le Droit	122.5
5.	Montreal Star	119.9
6.	Montreal Le Devoir	100.0
7.	Quebec City Le Soleil	88.8
8.	Winnipeg Free Press	78.5
9.	Montreal Gazette	56.4
10.	Calgary Herald	56.2
11.	Edmonton Journal	47.4
12.	Victoria Colonist	46.7
13.	Windsor Star	42.7
14.	Sherbrooke La Tribune	41.8
15.	Toronto Telegram	36.2
16.	Winnipeg Tribune	36.1
17.	Trois-Rivieres Nouvelliste	34.6
18.	London Free Press	30.6
19.	Toronto Globe and Mail	30.3
20.	Halifax Chronicle-Herald	24.6
21.	Toronto Star	19.6
22.	Vancouver Sun	19.5
23.	Ottawa Journal	8.4
24.	Hamilton Spectator	8.4
25.	Kitchener-Waterloo Record	7.6
26.	Vancouver Times	4.2

No Coverage: Sydney-Cape Breton Post, St. John Telegraph-Journal, St. John's Telegram.

Table 64: Weighted Column Inch Coverage by Newspapers, subcategory 4e.

1.	Ottawa Le Droit	57.3
2.	Toronto Star	49.6
3.	Toronto Globe and Mail	43.6
4.	Montreal Star	41.2
5.	Toronto Telegram	34.0
6.	Montreal Le Devoir	31.9
7.	London Free Press	29.2
8.	Montreal La Presse	27.7
9.	Hamilton Spectator	19.8
10.	Kitchener-Waterloo Record	19.2
11.	Ottawa Journal	13.6

Table 64: (cont'd.)

12.	Windsor Star	11.1
13.	Montreal Gazette	9.6
14.	Regina Leader Post	6.8
15.	Edmonton Journal	4.9
16.	Calgary Herald	3.9
17.	Quebec City Le Soleil	3.8
18.	Vancouver Sun	2.1

No Coverage: Vancouver Times, Victoria Colonist, Saskatoon Star-Phoenix, Winnipeg Free Press, Winnipeg Tribune, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Halifax Chronicle-Herald, Sydney-Cape Breton Post, St. John Telegraph-Journal, St. John's Telegram.

Table 65: Pattern of Coverage by Newspapers, subcategories 4c-4d-4e, for Coverage of all three events:

	<u>Newspaper</u>	<u>Category 4c</u>	<u>Category 4d</u>	<u>Category 4e</u>	<u>Total</u>
1.	Ottawa Le Droit	156.5	122.5	57.3	336.3
2.	Montreal La Presse	32.1	159.8	27.7	219.6
3.	Montreal Star	22.2	119.9	41.2	183.3
4.	Montreal Le Devoir	9.6	100.0	31.9	141.5
5.	Toronto Globe and Mail	15.4	30.3	43.6	89.3
6.	Montreal Gazette	20.7	56.4	9.6	86.7
7.	Toronto Star	12.1	19.6	49.6	81.3
8.	Calgary Herald	12.1	56.2	3.9	72.2
9.	Windsor Star	18.1	42.7	11.1	71.9
10.	Edmonton Journal	11.5	47.4	4.9	63.8
11.	Ottawa Journal	35.2	8.4	13.6	57.2
12.	Kitchener-Waterloo Record	20.1	7.6	19.2	46.9
13.	Hamilton Spectator	12.0	8.4	19.8	40.2

Subcategory 4f: This subcategory was selected to provide a contrast with 4c, 4d and 4e. In this case, it was felt that more general news value was offered in accounts of Victoria Day disturbances, mainly in Montreal, because the stright issue of biculturalism was buttressed by violence and active demonstrations. In this sense, news editors -- even if uninterested in biculturalism -- would find appeal comparable to the general run of national news happenings and would be more likely to select coverage purely from a news point of view.

The results confirmed this. Every newspaper in Canada devoted space to the Victoria Day disturbances with even the shortest report being a fairly respectable 15.2 weighted column inches. It is significant, however, that 14 of the first 15 newspapers in order of emphasis were Quebec and Ontario publications and that the cumulative coverage of French language newspapers plus the Montreal English language papers was almost the match of the rest of the sample put together. These results, taken together with those for subcategories 4c, 4d and 4e suggest that considerable disparities exist in attention paid to bicultural and bilingual questions between the two central regions of Ontario and Quebec and the rest of Canada.

The results:

Table 66: Weighted Column Inch Coverage by Newspapers, subcategory 4f.

1.	Montreal Star	210.0
2.	Montreal La Presse	157.6
3.	Quebec City Le Soleil	134.4
4.	Sherbrooke La Tribune	131.4
5.	Trois-Rivieres Nouvelliste	124.3
6.	Montreal Le Devoir	123.2
7.	Ottawa Le Droit	111.0
8.	Montreal Gazette	95.3
9.	Toronto Globe and Mail	91.8
10.	Toronto Star	88.2
11.	Toronto Telegram	87.8
12.	Windsor Star	86.4
13.	Ottawa Journal	73.3
14.	Kitchener-Waterloo Record	72.8
15.	Winnipeg Free Press	66.4
16.	Calgary Herald	55.8
17.	Edmonton Journal	55.2
18.	Hamilton Spectator	55.0
19.	Winnipeg Tribune	53.6
20.	Vancouver Sun	52.6
21.	Regina Leader-Post	50.4
22.	London Free Press	48.3
23.	Sydney-Cape Breton Post	42.9
24.	Vancouver Times	35.2
25.	Halifax Chronicle-Herald	33.4
26.	Victoria Colonist	28.5

Table 66: (cont'd.)

27.	St. John Telegraph-Journal	26.3
28.	Saskatoon Star-Phoenix	22.2
29.	St. John's Telegram	15.2

Table 67: Comparative coverage, subcategory 4f.

	<u>Total</u>	<u>Average</u>
French language plus Montreal newspapers	1,087.2	135.9
English language less Montreal newspapers	1,141.3	54.3
Ontario-Quebec newspapers	1,680.8	105.1
B.C., Prairie, Atlantic newspapers	537.7	41.4

Subcategory 5a: This subcategory served as a catch-all for reports on the Dorion Enquiry so that the broad category of Crime and Legal material could be checked for imbalance occasioned by this rather politically loaded topic.

On the basis of Individual newspaper handling, the category and subcategory ranking proved to be surprisingly close. Thirteen of the first 15 newspapers selected for the study and listed in order of weighted column inch coverage for category five as a whole were among the first 15 in the subcategory. The two newspapers missing -- the Winnipeg Tribune and Calgary Herald -- from the top 15 of the overall category came just below in the subcategory at 16th and 17th. As with the broad category, as well, there was a fairly close correlation with circulation with 11 of the first 15 newspapers in the subcategory among the first 15 by size of circulation. Among the four exceptions to the circulation listing, two newspapers -- the Kitchener-Waterloo Record and Ottawa Journal -- were newspapers competing with larger circulation dailies in their general circulation areas and linked in on the Canadian Press main trunk wire.

So far as regional emphasis was concerned, it is notable that coverage of the subcategory was somewhat less in relative emphasis in British Columbia than it was for category five as a whole. This suggests that newspapers selected in this region placed a greater emphasis on crime and legal stories in general than did those in other regions -- a suggestion examined further at the end of our analysis of the subcategories of category five.

The results:

Table 68: Weighted Column Inch Coverage by Newspapers, Subcategory 5a.

1.	Toronto Star	4,874.3
2.	Montreal Star	4,804.0
3.	Toronto Telegram	4,613.2
4.	Toronto Globe and Mail	4,577.4
5.	Hamilton Spectator	3,052.6
6.	Saskatoon Star-Phoenix	2,845.8
7.	Kitchener-Waterloo Record	2,794.3
8.	Calgary Herald	2,779.0
9.	Montreal La Presse	2,691.3
10.	Montreal Gazette	2,510.4
11.	Windsor Star	2,486.8
12.	Ottawa Journal	2,451.7
13.	Winnipeg Tribune	2,378.0
14.	Quebec City Le Soleil	2,192.6
15.	Regina Leader Post	2,132.4
16.	London Free Press	2,062.1
17.	Montreal Le Devoir	1,975.5
18.	Vancouver Sun	1,887.5
19.	Sherbrooke La Tribune	1,880.9
20.	Ottawa Le Droit	1,873.8
21.	Trois Rivieres Nouvelliste	1,731.3
22.	Victoria Colonist	1,656.6
23.	Sydney-Cape Breton Post	1,654.8
24.	Halifax Chronicle-Herald	1,642.2
25.	Winnipeg Free Press	1,574.3
26.	St. John Telegraph-Journal	1,423.7
27.	Edmonton Journal	1,384.3
28.	Vancouver Times	1,288.6
29.	St. John's Telegram	780.8

Table 69: Regional Groupings and Totals, Subcategory 5a.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	1,887.5		
Vancouver Times	1,288.6		
Victoria Colonist	1,656.6	4,832.7	1,610.9
Prairie Provinces:			
Edmonton Journal	1,384.3		
Calgary Herald	2,779.0		
Regina Leader-Post	2,132.4		
Saskatoon Star-Phoenix	2,845.8		
Winnipeg Free Press	1,574.3		
Winnipeg Tribune	2,378.0	13,093.8	2,182.3

Table 69: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
Ontario:			
Toronto Star	4,874.3		
Toronto Telegram	4,613.2		
Toronto Globe and Mail	4,577.4		
London Free Press	2,062.1		
Hamilton Spectator	3,052.6		
Windsor Star	2,486.8		
Ottawa Journal	2,451.7		
Kitchener-Waterloo Record	2,794.3		
Ottawa Le Droit	1,873.8	28,786.2	3,198.5
Quebec:			
Montreal La Presse	2,691.3		
Quebec City Le Soleil	2,192.6		
Sherbrooke La Tribune	1,880.9		
Trois-Rivieres Nouvelliste	1,731.3		
Montreal Le Devoir	1,975.5		
Montreal Star	4,804.0		
Montreal Gazette	2,510.4	17,786.0	2,540.9
Atlantic Provinces:			
Halifax Chronicle-Herald	1,642.2		
Sydney-Cape Breton Post	1,654.8		
St. John Telegraph-Journal	1,423.7		
St. John's Telegram	780.8	5,501.5	1,375.4
French Language Newspapers		12,345.4	2,057.6
English Language Newspapers		57,654.8	2,506.7

Subcategory 5b: The Rivard case was also abstracted from category five coverage as a precaution against imbalance occasioned by a rather politically loaded topic.

Broadly-speaking, individual newspapers tended to handle the category and subcategory items with roughly similar emphasis. Eleven of the first 15 newspapers in the category were among the first 15 in the subcategory. Three of the exceptions -- the Trois-Rivieres Nouvelliste, Montreal Le Devoir, Sherbrooke La Tribune -- reflected an expected increase in French language newspapers' interest. The fourth newspaper, the Sydney-Cape Breton Post, remains rather inexplicable.

There was not, however, as clear a correlation with circulation. Only eight of the first 15 by weighted column inch coverage were among the first 15 by circulation.

In regional coverage, as might be expected, Quebec emphasis was greater than that of any other region -- reversing the overall category emphasis with Ontario. And, in turn, French language newspapers tended to give greater emphasis to the topic than English language newspapers -- reversing the overall category pattern as well.

The results:

Table 70: Weighted Column Inch Coverage by Newspapers, Subcategory 5b.

1.	Toronto Telegram	1,699.6
2.	Toronto Star	1,085.9
3.	Quebec City Le Soleil	996.7
4.	Montreal La Presse	991.5
5.	Trois-Rivieres Nouvelliste	910.6
6.	Montreal Star	790.0
7.	Montreal Gazette	748.6
8.	Montreal Le Devoir	656.0
9.	Toronto Globe and Mail	650.6
10.	Sherbrooke La Tribune	639.6
11.	Windsor Star	626.5
12.	Ottawa Journal	616.3
13.	Sydney-Cape Breton Post	588.6
14.	Regina Leader-Post	573.5
15.	Kitchener-Waterloo Record	556.7
16.	Ottawa Le Droit	538.0
17.	Hamilton Spectator	523.0
18.	London Free Press	511.6
19.	Vancouver Sun	511.3
20.	Saskatoon Star-Phoenix	499.9
21.	Victoria Colonist	485.9
22.	Winnipeg Tribune	430.5
23.	Halifax Chronicle-Herald	423.5
24.	Calgary Herald	420.2
25.	Edmonton Journal	377.4
26.	Winnipeg Free Press	374.9
27.	St. John Telegraph-Journal	339.0
28.	Vancouver Times	326.2
29.	St. John's Telegram	247.2

Table 71: Regional Groupings and Totals, Subcategory 5b.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	511.3		
Vancouver Times	326.2		
Victoria Colonist	485.9	1,323.4	440.9
Prairie Provinces:			
Edmonton Journal	377.4		
Calgary Herald	420.2		
Regina Leader-Post	573.5		
Saskatoon Star-Phoenix	499.9		
Winnipeg Free Press	374.9		
Winnipeg Tribune	430.5	2,676.4	446.1
Ontario:			
Toronto Star	1,085.9		
Toronto Telegram	1,699.6		
Toronto Globe and Mail	650.6		
London Free Press	511.6		
Hamilton Spectator	523.0		
Windsor Star	626.5		
Ottawa Journal	616.3		
Kitchener-Waterloo Record	556.7		
Ottawa Le Droit	538.0	6,808.2	756.5
Quebec:			
Montreal La Presse	991.5		
Quebec City Le Soleil	996.7		
Sherbrooke La Tribune	639.6		
Trois-Rivieres Nouvelliste	910.6		
Montreal Le Devoir	656.0		
Montreal Star	790.0		
Montreal Gazette	748.6	5,733.0	819.0
Atlantic Provinces:			
Halifax Chronicle-Herald	423.5		
Sydney-Cape Breton Post	588.6		
St. John Telegraph-Journal	339.0		
St. John's Telegram	247.2	1,598.3	399.6
French Language Newspapers		4,732.4	788.7
English Language Newspapers		13,406.9	582.9

Subcategory 5c: This report and a follow-up retraction dealt with an erroneous -- or possibly libellous -- suggestion of a link between Andre Letendre and unspecified underworld figures. It is perhaps significant that only two French language newspapers carried the report while 16 of the 23 English language newspapers did. As an indication of either agency filing practice on the report or, possibly regional willingness to believe the worst of a French Canadian politician, seven of the nine Prairie and British Columbia newspapers carried the report and/or retraction. However, there is no clear and firm evidence on this.

Seven of the eight Ontario English language newspapers also carried the report and/or retraction.

It is likely that differences in time zones and possibly filing practice accounted for the absence of coverage in any of the four Atlantic province newspapers.

The results:

Table 72: Weighted Column Inch Coverage by Newspapers, Subcategory 5c.

1.	Ottawa Journal	38.5
2.	Regina Leader Post	32.9
3.	Sherbrooke La Tribune	26.4
4.	Montreal Star	26.2
5.	Kitchener-Waterloo Record	24.2
6.	Victoria Colonist	22.5
7.	Saskatoon Star-Phoenix	23.6
8.	Vancouver Sun	22.0
9.	Toronto Globe and Mail	20.9
10.	Montreal La Presse	18.9
11.	Windsor Star	18.0
12.	London Free Press	15.4
13.	Winnipeg Tribune	13.4
14.	Edmonton Journal	11.8
15.	Toronto Telegram	11.5
16.	Toronto Star	10.0
17.	Winnipeg Free Press	8.1
18.	Montreal Gazette	7.5

No Coverage: Vancouver Times, Calgary Herald, Hamilton Spectator, Ottawa Le Droit, Quebec City Le Soleil, Trois-Rivieres Nouvelliste, Montreal Le Devoir, Halifax Chronicle-Herald, St. John Telegraph-Journal, Sydney-Cape Breton Post, St. John's Telegram.

Subcategory 5d: This subcategory was aimed to provide a further check on imbalance provided by a rather politically loaded topic of particular concern to Quebec -- the Dupuis case.

Individual newspaper treatment of the various reports available was noteworthy for the fact that all six French language newspapers were among the top 15 in weighted column inch coverage. There was little correlation with circulation since only eight of the first 15 were in the first 15 newspapers in order of circulation. Eleven of the 15, however, matched up with the category as a whole.

Regional emphasis was in line with these individual results. Quebec replaced Ontario as the first area of emphasis and the other three regions followed in a similar order to Category five as a whole. It is to be noted, however, that the relative English and French language newspaper space devoted to the topic was sharply at odds with Category five as a whole. French language coverage averaged 470.9 weighted column inches and 4,888.0 for subcategory and category respectively while English language coverage averaged 276.6 and 5,198.9 weighted column inches for subcategory and category respectively.

The results:

Table 73: Weighted Column Inch Coverage by Newspapers, Subcategory 5d.

1.	Montreal La Presse	794.0
2.	Toronto Star	624.8
3.	Montreal Le Devoir	595.6
4.	Montreal Gazette	511.6
5.	Toronto Globe and Mail	488.4
6.	Toronto Telegram	435.7
7.	Ottawa Le Droit	422.7
8.	Montreal Star	395.7
9.	Quebec City Le Soleil	394.3
10.	Sherbrooke La Tribune	350.9
11.	Regina Leader-Post	349.9
12.	Ottawa Journal	332.7
13.	Kitchener-Waterloo Record	313.1
14.	London Free Press	282.2
15.	Trois-Rivieres Nouvelliste	267.8

Table 73: (cont'd.)

16.	Saskatoon Star-Phoenix	253.5
17.	Halifax Chronicle-Herald	241.7
18.	Hamilton Spectator	235.0
19.	Winnipeg Tribune	232.0
20.	Vancouver Sun	223.8
21.	Windsor Star	206.2
22.	Winnipeg Free Press	201.9
23.	Edmonton Journal	199.4
24.	Calgary Herald	191.0
25.	Sydney-Cape Breton Post	174.0
26.	Victoria Colonist	164.3
27.	Vancouver Times	140.6
28.	St. John Telegraph-Journal	132.6
29.	St. John's Telegram	32.2

Table 74: Regional Groupings and Totals, Subcategory 5d.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	223.8		
Vancouver Times	140.6		
Victoria Colonist	164.3	528.7	176.2
Prairie Provinces:			
Edmonton Journal	199.4		
Calgary Herald	191.0		
Regina Leader-Post	349.9		
Saskatoon Star-Phoenix	253.5		
Winnipeg Free Press	201.9		
Winnipeg Tribune	232.0	1,427.7	237.9
Ontario:			
Toronto Star	624.8		
Toronto Telegram	435.7		
Toronto Globe and Mail	488.4		
London Free Press	282.2		
Hamilton Spectator	235.0		
Windsor Star	206.2		
Ottawa Journal	332.7		
Kitchener-Waterloo Record	313.1		
Ottawa Le Droit	422.7	3,340.8	371.2
Quebec:			
Montreal La Presse	794.0		
Quebec City Le Soleil	394.3		
Sherbrooke La Tribune	350.9		
Trois Rivières Nouvelliste	267.8		

Table 74: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
Quebec: (cont'd.)			
Montreal Le Devoir	595.6		
Montreal Star	395.7		
Montreal Gazette	511.6	3,309.9	472.8
Atlantic Provinces:			
Halifax Chronicle-Herald	241.7		
Sydney-Cape Breton Post	174.0		
St. John Telegraph-Journal	132.6		
St. John's Telegram	32.2	580.5	145.1
French Language Newspapers		2,825.3	470.9
English Language Newspapers		6,362.3	276.6

Subcategory 5e: The reports of Toronto art gellery owner Dorothy Cameron being charged for exhibiting allegedly obscene paintings and drawings were selected as a useful sample of relatively run-of-the-mill crime and legal reports. It was thought that some regional preoccupation would be indicated from the report as a confirmation of the likelihood that crime and legal reports in the newspapers selected for study tend to be concentrated on local and adjacent region happenings. The results appear to have confirmed this. Six of the 11 newspapers that covered the topic were in Ontario and four others were in the adjacent Prairie region. No coverage was provided in Quebec or the Atlantic Provinces.

Table 75: Weighted Column Inch Coverage by Newspapers, Subcategory 5e.

1.	Toronto Telegram	55.6
2.	Toronto Globe and Mail	35.2
3.	London Free Press	19.0
4.	Kitchener-Waterloo Record	16.5
5.	Windsor Star	13.3
6.	Winnipeg Free Press	11.1
7.	Ottawa Journal	9.9
8.	Winnipeg Tribune	9.6
9.	Saskatoon Star-Phoenix	6.8
10.	Vancouver Sun	6.0
11.	Calgary Herald	4.7

Table 75: (cont'd.)

No Coverage: Vancouver Times, Victoria Colonist, Edmonton Journal, Regina Leader-Post, Toronto Star, Hamilton Spectator, Ottawa Le Droit, Montreal La Presse, Quebec City Le Soleil, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Le Devoir, Montreal Star, Montreal Gazette, Halifax Chronicle-Herald, Sydney-Cape Breton Post, St. John Telegraph-Journal, St. John's Telegram.

As a final check on Category five, subcategories 5a, 5b and 5d were added together and subtracted from the category total. This was in order to determine what differences in emphasis on crime and legal reports emerged when the three rather political topics included in the category were removed.

The results appear to confirm our original suggestion that routine crime and legal reports are not given as great an emphasis in French language as English Language newspapers. Only one French language newspaper -- the mass circulation metropolitan Montreal La Presse -- was listed in the top 15 of the revised ranking of coverage. However, it should also be noted that the four Atlantic Provinces newspapers continued to occupy the last four places in weighted column inches ranking, as they did before figures were revised.

In the case of comparisons of the revised table with circulation and with category five overall listings, 11 of the first 15 newspapers appearing on these respective listings appeared on the revised listing.

Regional emphasis is significantly changed. British Columbia coverage shifts to the highest average figure, followed by Ontario, Quebec, the Prairie Provinces and the Atlantic Provinces. The average figures for B.C. are roughly a third higher than those for the next region. It is clear, too, that French language averages shrink significantly when the metropolitan La Presse is removed from the totals.

Tentatively, one can conclude that clear differences in emphasis on crime and legal affairs exist between both regions and languages.

The results:

Table 76: Adjusted Column Inch Coverage by Newspapers, Category 5 less Subcategories 5a, 5b and 5d.

<u>Newspaper</u>	<u>Adjusted Total</u>	<u>Previous Standing</u>
1. Vancouver Sun	3,860.0	6
2. Montreal La Presse	2,731.7	5
3. Montreal Star	2,413.4	3
4. Toronto Telegram	2,400.3	1
5. London Free Press	2,333.2	11
6. Victoria Colonist	2,268.5	18
7. Toronto Globe and Mail	2,264.9	4
8. Toronto Star	2,205.9	2
9. Vancouver Times	2,082.3	24
10. Regina Leader-Post	1,926.5	14
11. Montreal Gazette	1,906.4	7
12. Winnipeg Free Press	1,843.6	23
13. Saskatoon Star-Phoenix	1,787.4	9
14. Windsor Star	1,759.8	12
15. Winnipeg Tribune	1,679.6	17
16. Ottawa Journal	1,674.0	13
17. Sherbrooke La Tribune	1,613.3	19
18. Edmonton Journal	1,558.8	25
19. Calgary Herald	1,483.3	16
20. Hamilton Spectator	1,470.6	10
21. Kitchener-Waterloo Record	1,446.8	8
22. Trois Rivieres Nouvelliste	1,357.3	21
23. Quebec City Le Soleil	1,302.9	15
24. Ottawa Le Droit	1,236.1	22
25. Montreal Le Devoir	1,183.6	20
26. Sydney-Cape Breton Post	991.3	26
27. Halifax Chronicle Herald	918.9	27
28. St. John Telegraph-Journal	816.5	28
29. St. John's Telegram	779.5	29

Table 77: Regional Groupings and Totals, Category 5 less 5a, 5b, 5d.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	3,860.0		
Vancouver Times	2,082.3		
Victoria Colonist	2,268.5	8,210.8	2,736.9
Prairie Provinces:			
Edmonton Journal	1,558.8		
Calgary Herald	1,483.3		
Regina Leader-Post	1,926.5		
Saskatoon Star-Phoenix	1,787.4		
Winnipeg Free Press	1,843.6		
Winnipeg Tribune	1,679.6	10,279.2	1,713.2

Table 77: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
Ontario:			
Toronto Star	2,205.9		
Toronto Telegram	2,400.3		
Toronto Globe and Mail	2,264.9		
London Free Press	2,333.2		
Hamilton Spectator	1,470.6		
Windsor Star	1,759.8		
Ottawa Journal	1,674.0		
Kitchener-Waterloo Record	1,446.8		
Ottawa Le Droit	1,236.1	16,791.6	1,887.9
Quebec:			
Montreal La Presse	2,731.7		
Quebec City Le Soleil	1,302.9		
Sherbrooke La Tribune	1,613.3		
Trois-Rivieres Nouvelliste	1,357.3		
Montreal Le Devoir	1,183.6		
Montreal Star	2,413.4		
Montreal Gazette	1,906.4	12,508.6	1,786.9
Atlantic Provinces:			
Halifax Chronicle-Herald	918.9		
Sydney-Cape Breton Post	991.3		
St. John Telegraph-Journal	816.5		
St. John's Telegram	779.5	3,506.2	876.6
French Language Newspapers		9,424.9	1,570.8
English Language Newspapers		41,871.5	1,820.5
English Language Newspapers less Atlantic Provinces		38,365.3	2,019.2

Subcategory 6a: 6b: 6c: These subcategories covering the Granduc, B.C., landslide, the Lasalle, Que., explosion and possible Red River, Man., floods, were selected to provide some indication within the category of natural disasters of regional and local handling variations.

Such variations were evident in the results. The B.C. landslide attracted attention in order of British Columbia, Ontario, Prairie Provinces, Quebec, Atlantic Provinces. The Lasalle Quebec disaster was covered in Quebec, Ontario, Atlantic Provinces, Prairie Provinces, British Columbia order. The

Red River reports -- which indicated that no serious flooding was expected -- were covered in regional order of the Prairie Provinces (averaging 13.7 weighted col. in.), Atlantic Provinces (averaging 13.2 weighted col. in. for the three newspapers covering), Ontario (averaging 11.0 weighted col. in. for the eight newspapers covering) and Quebec (9.9 col. in. in the Montreal Star, the only newspaper covering).

It is perhaps significant that Ontario newspapers provided the largest consistent coverage of all three topics and that the Red River topic was either not received on French language newspaper agency circuits or ignored by editors.

There was some correlation on circulation for newspapers outside of the immediate region. In subcategory 6a nine of the top 12 outside of the region were among the top 12 by circulation, in subcategory 6b six out of eight outside of the region were among the top eight by circulation. In subcategory 6c, however, this correlation did not appear.

The results:

Table 78: Weighted Column Inch Coverage by Newspapers, Subcategory 6a.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Vancouver Sun	759.1
2.	Toronto Star	662.0
3.	Vancouver Times	445.1
4.	Toronto Telegram	345.9
5.	Toronto Globe and Mail	290.0
6.	Victoria Colonist	283.5
7.	Regina Leader-Post	231.0
8.	Kitchener-Waterloo Record	217.3
9.	Windsor Star	177.4
10.	London Free Press	174.0
11.	Winnipeg Free Press	173.1
12.	Montreal Star	172.9
13.	Hamilton Spectator	170.2
14.	Saskatoon Star-Phoenix	163.2
15.	Edmonton Journal	160.6
16.	Ottawa Journal	151.8
17.	Sherbrooke La Tribune	124.2
18.	Calgary Herald	122.7

Table 78: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
19.	Winnipeg Tribune	120.0
20.	Sydney-Cape Breton Post	115.9
21.	Ottawa Le Droit	106.3
22.	Montreal Gazette	102.4
23.	Halifax Chronicle-Herald	95.0
24.	Quebec City Le Soleil	92.1
25.	St. John's Telegram	67.3
26.	Montreal La Presse	64.9
27.	Trois-Rivieres Nouvelliste	59.8
28.	St. John Telegraph-Journal	51.5
29.	Montreal Le Devoir	34.8

Table 79: Regional Groupings and Totals, Subcategory 6a.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	759.1		
Vancouver Times	445.1		
Victoria Colonist	283.5	1,487.7	495.9
Prairie Provinces:			
Edmonton Journal	160.6		
Calgary Herald	122.7		
Regina Leader-Post	231.0		
Saskatoon Star-Phoenix	163.2		
Winnipeg Free Press	173.1		
Winnipeg Tribune	120.0	970.6	161.7
Ontario:			
Toronto Star	662.0		
Toronto Telegram	345.9		
Toronto Globe and Mail	290.0		
London Free Press	174.0		
Hamilton Spectator	170.2		
Windsor Star	177.4		
Ottawa Journal	151.8		
Kitchener-Waterloo Record	217.3		
Ottawa Le Droit	106.3	2,294.9	254.9
Quebec:			
Montreal La Presse	64.9		
Quebec City Le Soleil	92.1		
Sherbrooke La Tribune	124.2		
Trois-Rivieres Nouvelliste	59.8		
Montreal Le Devoir	34.8		
Montreal Star	172.9		
Montreal Gazette	102.4	651.1	93.0

Table 79: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
Atlantic Provinces:			
Halifax Chronicle-Herald	95.0		
Sydney-Cape Breton Post	115.9		
St. John Telegraph-Journal	51.5		
St. John's Telegram	67.3	329.7	82.4
French Language Newspapers		482.1	80.4
English Language Newspapers		5,251.9	228.6

Table 80: Weighted Column Inch Coverage by Newspapers, Subcategory 6b.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Montreal La Presse	501.8
2.	Montreal Star	484.4
3.	Montreal Gazette	377.2
4.	Sherbrooke La Tribune	210.4
5.	Toronto Telegram	209.8
6.	Windsor Star	195.0
7.	London Free Press	181.8
8.	Toronto Globe and Mail	172.6
9.	Trois-Rivieres Nouvelliste	167.5
10.	Toronto Star	163.7
11.	Quebec City Le Soleil	146.7
12.	Kitchener-Waterloo Record	128.8
13.	Sydney-Cape Breton Post	122.2
14.	Montreal Le Devoir	116.2
15.	Hamilton Spectator	113.0
16.	St. John Telegraph-Journal	110.7
17.	Halifax Chronicle-Herald	104.3
18.	Regina Leader-Post	104.3
19.	Ottawa Le Droit	103.3
20.	Victoria Colonist	88.8
21.	Winnipeg Tribune	87.9
22.	Calgary Herald	85.9
23.	Saskatoon Star-Phoenix	74.6
24.	Vancouver Sun	73.3
25.	St. John's Telegram	61.0
26.	Ottawa Journal	56.1
27.	Edmonton Journal	48.4
28.	Winnipeg Free Press	45.8
29.	Vancouver Times	36.0

Table 81: Regional Groupings and Totals, Subcategory 6b.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	73.3		
Vancouver Times	36.0		
Victoria Colonist	88.8	198.1	66.0
Prairie Provinces:			
Edmonton Journal	48.4		
Calgary Herald	85.9		
Regina Leader-Post	104.3		
Saskatoon Star-Phoenix	74.6		
Winnipeg Free Press	45.8		
Winnipeg Tribune	87.9	486.9	80.9
Ontario:			
Toronto Star	163.7		
Toronto Telegram	209.8		
Toronto Globe and Mail	172.6		
London Free Press	181.8		
Hamilton Spectator	113.0		
Windsor Star	195.0		
Ottawa Journal	56.1		
Kitchener-Waterloo Record	128.8		
Ottawa Le Droit	103.3	1,324.1	147.1
Quebec:			
Montreal La Presse	501.8		
Quebec City Le Soleil	146.7		
Sherbrooke La Tribune	210.4		
Trois-Rivieres Nouvelliste	167.5		
Montreal Le Devoir	116.2		
Montreal Star	484.4		
Montreal Gazette	377.2	2,004.2	286.3
Atlantic Provinces:			
Halifax Chronicle-Herald	104.3		
Sydney-Cape Breton Post	122.2		
St. John Telegraph-Journal	110.7		
St. John's Telegram	61.0	298.2	99.6
French Language Newspapers		1,245.9	206.7
English Language Newspapers		3,165.6	137.6

Table 82: Weighted Column Inch Coverage by Newspapers, Subcategory 6c.

<u>Newspaper</u>	<u>Weighted Col. In.</u>
1. London Free Press	22.0
2. Windsor Star	20.5
3. Winnipeg Tribune	20.3
4. Saskatoon Star-Phoenix	19.2
5. Winnipeg Free Press	18.9
6. St. John Telegraph-Journal	17.8
7. Halifax Chronicle-Herald	17.6
8. Kitchener-Waterloo Record	16.5
9. Sydney-Cape Breton Post	14.3
10. Vancouver Sun	11.5
11. Vancouver Times	11.0
12. Montreal Star	9.9
13. Regina Leader Post	9.9
14. Toronto Globe and Mail	8.2
15. Hamilton Spectator	8.2
16. Edmonton Journal	7.8
17. Toronto Telegram	7.5
18. Calgary Herald	6.3
19. Victoria Colonist	5.2
20. Ottawa Journal	3.0
21. Toronto Star	2.0

No Coverage: Ottawa Le Droit, Montreal La Presse, Quebec City Le Soleil, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Le Devoir, Montreal Gazette, St. John's Telegram.

Subcategories 7a, 7b, 7c: These subcategories encompassed reports on the Canada Pension Plan in terms of Federal (7a), business (7b) and provincial (7c) comments, actions and reactions. Broadly speaking, material in subcategory 7a tended to be generally in favour of the Plan or of an explanatory nature, material in subcategory 7b tended to be opposed to the plan and material in 7c tended to be noncommittal to hostile.

Taken collectively, coverage of these subcategories did not differ too significantly from the category as a whole. On a regional basis, the pattern was the same for the first three regions in order of volume of coverage and average weighted column inches of coverage -- Ontario, the Prairie Provinces and Quebec respectively. The remaining regions -- British Columbia and the Atlantic provinces -- were reversed in order in the composite

subcategory totals but the relative change was not very great. As such, figures for the category as a whole were not evidently distorted by Pension Plan copy during the period studied.

Within the subcategories, however, there were significantly different patterns of emphasis. By regions, again, the results indicated that relatively greater emphasis was given to federal coverage in the Ontario region (and to regional reaction as well) while the emphasis on business coverage, tending to stress opposition, was greatest in the Prairie Provinces. In Quebec, as might be expected, the relatively greater emphasis was given to provincial material. It is perhaps significant too that coverage in the two extremities -- British Columbia and the Atlantic Provinces was less than half that provided in Ontario.

Differences in English and French language coverage tended to focus on federal vs. provincial emphasis. For the subcategories this pattern emerged:

	<u>Average Weighted Col. In.</u>		
	7a	7b	7c
English Language Newspapers	415.3	102.3	88.6
French Language Newspapers	258.2	56.8	108.6

The results:

Table 83: Composite Coverage, Subcategories 7a, 7b, 7c.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Montreal Star	1,009.2
2.	Ottawa Journal	984.9
3.	Hamilton Spectator	949.2
4.	Toronto Globe and Mail	905.2
5.	London Free Press	879.3
6.	Windsor Star	852.6
7.	Kitchener-Waterloo Record	774.1
8.	Calgary Herald	774.1
9.	Winnipeg Tribune	740.4
10.	Regina Leader-Post	715.3
11.	Edmonton Journal	660.8
12.	Ottawa Le Droit	616.8

Table 83: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
13.	Toronto Star	589.1
14.	Quebec City Le Soleil	550.8
15.	Montreal La Presse	530.5
16.	Saskatoon Star-Phoenix	523.7
17.	Toronto Telegram	512.9
18.	Sydney-Cape Breton Post	507.8
19.	Winnipeg Free Press	450.8
20.	Montreal Gazette	397.3
21.	Victoria Colonist	382.7
22.	St. John Telegraph-Journal	362.7
23.	Vancouver Sun	359.1
24.	Halifax Chronicle-Herald	311.4
25.	Trois-Rivieres Nouvelliste	308.9
26.	Sherbrooke La Tribune	271.4
27.	Montreal Le Devoir	263.7
28.	Vancouver Times	225.1
29.	St. John's Telegram	175.1

Table 84: Composite Coverage, Subcategories, 7a, 7b, 7c by Regions.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	359.1		
Vancouver Times	225.1		
Victoria Colonist	382.7	976.9	325.6
Prairie Provinces:			
Edmonton Journal	660.8		
Calgary Herald	774.1		
Regina Leader-Post	715.3		
Saskatoon Star-Phoenix	523.7		
Winnipeg Free Press	450.8		
Sinnipeg Tribune	740.4	3,865.1	644.2
Ontario:			
Toronto Star	589.1		
Toronto Telegram	512.9		
Toronto Globe and Mail	905.2		
London Free Press	879.3		
Hamilton Spectator	949.2		
Windsor Star	852.6		
Ottawa Journal	984.9		
Kitchener-Waterloo Record	774.1		
Ottawa Le Droit	616.8	7,064.1	784.9

Table 84: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
Quebec:			
Montreal La Presse	530.5		
Quebec City Le Soleil	550.8		
Sherbrooke La Tribune	271.4		
Trois-Rivieres Nouvelliste	308.9		
Montreal Le Devoir	263.7		
Montreal Star	1,009.2		
Montreal Gazette	397.3	3,231.8	461.7
Atlantic Provinces:			
Halifax Chronicle-Herald	311.4		
Sydney-Cape Breton Post	507.8		
St. John Telegraph-Journal	362.7		
St. John's Telegram	175.1	1,357.0	339.3
French Language Newspapers		2,542.1	423.4
English Language Newspapers		14,052.6	610.9

Table 85: Weighted Column Inch Coverage by Newspapers, Subcategory 7a.

<u>Newspaper</u>	<u>Weighted Col. In.</u>
1. Ottawa Journal	664.7
2. Montreal Star	647.8
3. Hamilton Spectator	598.1
4. Toronto Globe and Mail	565.7
5. London Free Press	561.7
6. Calgary Herald	561.1
7. Windsor Star	556.4
8. Kitchener-Waterloo Record	532.1
9. Winnipeg Tribune	530.7
10. Regina Leader-Post	493.8
11. Edmonton Journal	480.5
12. Toronto Star	398.9
13. Saskatoon Star-Phoenix	388.6
14. Sydney-Cape Breton Post	381.5
15. Montreal La Presse	368.5
16. Ottawa Le Droit	365.8
17. Quebec City Le Soleil	360.4
18. Winnipeg Free Press	358.1
19. Victoria Colonist	297.8
20. Vancouver Sun	280.9
21. Montreal Gazette	259.1
22. St. John Telegraph-Journal	258.2
23. Toronto Telegram	220.3
24. Halifax Chronicle-Herald	211.9
25. Sherbrooke La Tribune	189.4
26. Vancouver Times	156.2
27. St. John's Telegram	148.6
28. Trois-Rivieres Nouvelliste	141.7
29. Montreal Le Devoir	123.6

Table 86: Regional Groupings and Totals, Subcategory 7a.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	280.9		
Vancouver Times	156.2		
Victoria Colonist	297.8	734.9	244.9
Prairie Provinces:			
Edmonton Journal	480.5		
Calgary Herald	561.1		
Regina Leader-Post	493.8		
Saskatoon Star-Phoenix	388.6		
Winnipeg Free Press	358.1		
Winnipeg Tribune	530.7	2,812.8	468.8
Ontario:			
Toronto Star	398.9		
Toronto Telegram	220.3		
Toronto Globe and Mail	565.7		
London Free Press	561.7		
Hamilton Spectator	598.1		
Windsor Star	556.4		
Ottawa Journal	664.7		
Kitchener-Waterloo Record	532.1		
Ottawa Le Droit	365.8	4,463.7	495.9
Quebec:			
Montreal La Presse	368.5		
Quebec City Le Soleil	360.4		
Sherbrooke La Tribune	189.4		
Trois-Rivieres Nouvelliste	141.7		
Montreal Le Devoir	123.6		
Montreal Star	647.8		
Montreal Gazette	259.1	2,090.5	298.6
Atlantic Provinces:			
Halifax Chronicle-Herald	211.9		
Sydney-Cape Breton Post	381.5		
St. John Telegraph-Journal	258.2		
St. John's Telegram	148.6	1,000.2	250.1
French Language Newspapers		1,549.4	258.2
English Language Newspapers /		9,552.6	415.3

Table 87: Weighted Column Inch Coverage by Newspapers, Subcategory 7b.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Hamilton Spectator	230.9
2.	Winnipeg Tribune	181.4
3.	Montreal Star	179.8
4.	Calgary Herald	174.9
5.	Edmonton Journal	156.6
6.	Regina Leader-Post	151.4
7.	London Free Press	119.8
8.	Kitchener-Waterloo Record	113.0
9.	Sydney-Cape Breton Post	102.7
10.	Toronto Telegram	101.5
11.	Montreal La Presse	100.5
12.	Ottawa Journal	96.9
13.	Saskatoon Star-Phoenix	91.5
14.	Windsor Star	91.4
15.	St. John Telegraph-Journal	82.0
16.	Ottawa Le Droit	80.5
17.	Montreal Gazette	77.3
18.	Vancouver Times	64.8
19.	Toronto Globe and Mail	64.1
20.	Halifax Chronicle-Herald	60.8
21.	Sherbrooke La Tribune	57.1
22.	Quebec City Le Soleil	53.9
23.	Victoria Colonist	52.8
24.	Winnipeg Free Press	52.1
25.	Vancouver Sun	43.3
26.	Toronto Star	43.2
27.	Montreal Le Devoir	30.8
28.	St. John's Telegram	19.8
29.	Trois-Rivieres Nouvelliste	18.1

Table 88: Regional Groupings and Totals, Subcategory 7b.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	43.3		
Vancouver Times	64.8		
Victoria Colonist	52.8	160.9	53.6
Prairie Provinces:			
Edmonton Journal	156.6		
Calgary Herald	174.9		
Regina Leader-Post	151.4		
Saskatoon Star-Phoenix	91.5		
Winnipeg Free Press	52.1		
Winnipeg Tribune	181.4	807.9	134.6

Table 88: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
Ontario:			
Toronto Star	43.2		
Toronto Telegram	101.5		
Toronto Globe and Mail	64.1		
London Free Press	119.8		
Hamilton Spectator	230.9		
Windsor Star	91.4		
Ottawa Journal	96.9		
Kitchener-Waterloo Record	113.0		
Ottawa Le Droit	80.5	941.3	104.6
Quebec:			
Montreal La Presse	100.5		
Quebec City Le Soleil	53.9		
Sherbrooke La Tribune	57.1		
Trois-Rivieres Nouvelliste	18.1		
Montreal Le Devoir	30.8		
Montreal Star	179.8		
Montreal Gazette	77.3	517.5	73.9
Atlantic Provinces:			
Halifax Chronicle-Herald	60.8		
Sydney-Cape Breton Post	102.7		
St. John Telegraph-Journal	82.0		
St. John's Telegram	19.8	265.3	66.3
French Language Newspapers		340.9	56.8
English Language Newspapers		2,352.0	102.3

Table 89: Weighted Column Inch Coverage by Newspapers, Subcategory 7c.

<u>Newspaper</u>	<u>Weighted Col. In.</u>
1. Toronto Globe and Mail	275.4
2. Windsor Star	204.8
3. London Free Press	197.8
4. Toronto Telegram	191.1
5. Montreal Star	181.6
6. Ottawa Le Droit	170.5
7. Trois-Rivieres Nouvelliste	149.1
8. Toronto Star	147.0
9. Quebec City Le Soleil	136.5
10. Kitchener-Waterloo Record	129.0
11. Ottawa Journal	123.3
12. Hamilton Spectator	120.2
13. Montreal Le Devoir	109.3
14. Regina Leader-Post	70.1
15. Montreal La Presse	61.5

Table 89: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
16.	Montreal Gazette	60.9
17.	Saskatoon Star-Phoenix	43.6
18.	Winnipeg Free Press	40.6
19.	Halifax Chronicle-Herald	38.7
20.	Calgary Herald	38.1
21.	Vancouver Sun	34.9
22.	Victoria Colonist	32.1
23.	Winnipeg Tribune	28.3
24.	Sherbrooke La Tribune	24.9
25.	Edmonton Journal	23.7
26.	Sydney-Cape Breton Post	23.6
27.	St. John Telegraph-Journal	22.5
28.	St. John's Telegram	6.7
29.	Vancouver Times	4.5

Table 90: Regional Groupings and Totals, Subcategory 7c.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	34.9		
Vancouver Times	4.5		
Victoria Colonist	32.1	71.5	23.8
Prairie Provinces:			
Edmonton Journal	23.7		
Calgary Herald	38.1		
Regina Leader-Post	70.1		
Saskatoon Star-Phoenix	43.6		
Winnipeg Free Press	40.6		
Winnipeg Tribune	28.3	244.4	40.8
Ontario:			
Toronto Star	147.0		
Toronto Telegram	191.1		
Toronto Globe and Mail	275.4		
London Free Press	197.8		
Hamilton Spectator	120.2		
Windsor Star	204.8		
Ottawa Journal	123.3		
Kitchener-Waterloo Record	129.0		
Ottawa Le Droit	170.5	1,559.1	173.2

Table 90: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
Quebec:			
Montreal La Presse	61.5		
Quebec City Le Soleil	136.5		
Sherbrooke La Tribune	24.9		
Trois-Rivieres Nouvelliste	149.1		
Montreal Le Devoir	109.3		
Montreal Star	181.6		
Montreal Gazette	60.9	723.8	103.4
Atlantic Provinces:			
Halifax Chronicle-Herald	38.7		
Sydney-Cape Breton Post	23.6		
St. John Telegraph-Journal	22.5		
St. John's Telegram	6.7	91.5	22.8
French Language Newspapers		651.8	108.6
English Language Newspapers		2,038.5	88.6

Subcategory 7d: This subcategory was selected to examine the effects on coverage of primary regional interest in a business and economic report. The Windfall hearings, while given national attention and, therefore qualifying as a national event within the terms of our definition, was of primary interest to the Ontario region.

The results confirmed that coverage matched up with this assumed interest. The Ontario region newspapers devoted more than twice as much space on average to the hearings than the next closest region in coverage (the Prairie provinces). Presumably this was a combination of assumed news interest in Ontario leading to greater news page emphasis and assumed financial concern in the other regions leading to the main emphasis being given on inside financial pages -- an area outside the scope of this study.

In the remarkable differentiation between English and French language newspaper handling (weighted average of 271.7 col. inches in English language newspapers and only 15.4 col. inches on average in French language newspapers)

one might assume that the categorization of business and economic material outside of Quebec is more rigidly assigned to business and finance sections in the case of the French language newspapers. Further study, however, would be necessary to confirm this since broad subjective examination of French language newspapers suggests that business and finance sections themselves also tend to be smaller than in English language counterparts.

The results:

Table 91: Weighted Column Inch Coverage by Newspapers, Subcategory 7d.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Toronto Globe and Mail	794.2
2.	Toronto Telegram	642.0
3.	Toronto Star	592.5
4.	Kitchener-Waterloo Record	554.3
5.	London Free Press	473.8
6.	Hamilton Spectator	450.5
7.	Ottawa Journal	330.1
8.	Saskatoon Star-Phoenix	268.8
9.	Montreal Gazette	224.9
10.	Windsor Star	217.2
11.	Montreal Star	204.4
12.	Calgary Herald	203.1
13.	Winnipeg Tribune	190.9
14.	Vancouver Sun	174.0
15.	Regina Leader-Post	167.6
16.	Vancouver Times	166.7
17.	Edmonton Journal	137.6
18.	St. John Telegraph-Journal	121.0
19.	Winnipeg Free Press	100.4
20.	Sydney-Cape Breton Post	98.0
21.	Victoria Colonist	90.1
22.	Montreal La Presse	49.4
23.	Ottawa Le Droit	42.9
24.	St. John's Telegram	40.6
25.	Halifax Chronicle-Herald	7.1

No Coverage: Quebec City Le Soleil, Sherbrooke La Tribune, Montreal Le Devoir, Trois-Rivieres Nouvelliste.

Table 92: Regional Groupings and Totals, Subcategory 7d.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Totals</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	174.0		
Vancouver Times	166.7		
Victoria Colonist	90.1	430.8	143.6
Prairie Provinces:			
Edmonton Journal	137.6		
Calgary Herald	203.1		
Regina Leader-Post	167.6		
Saskatoon Star-Phoenix	268.8		
Winnipeg Free Press	100.4		
Winnipeg Tribune	190.9	1,068.4	178.0
Ontario:			
Toronto Star	592.5		
Toronto Telegram	642.0		
Toronto Globe and Mail	794.2		
London Free Press	473.8		
Hamilton Spectator	450.5		
Windsor Star	217.2		
Ottawa Journal	330.1		
Kitchener-Waterloo Record	554.3		
Ottawa Le Droit	42.9	4,097.5	455.3
Quebec:			
Montreal La Presse	49.4		
Montreal Star	204.4		
Montreal Gazette	224.9*	478.7	68.4 (159.6**)
Atlantic Provinces:			
Halifax Chronicle-Herald	7.1		
Sydney-Cape Breton Post	98.0		
St. John Telegraph-Journal	121.0		
St. John's Telegram	40.6	266.7	66.7
French Language Newspapers		92.3	15.4 (46.2**)
English Language Newspapers		6,249.8	271.7

* No coverage in Quebec City Le Soleil, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Le Devoir.

** Revised average based on newspapers providing coverage.

Subcategories 8a, 8b, 8c, 8d, 8e: These subcategories were selected to check on regional, religious and English-French variations of handling of religious and educational reports by the newspapers in our sample. Subcategory 8a dealt with proposals for reform of the United Church of Canada originating in Ontario. Subcategory 8b included reports of threats of a teachers' strike and subsequent salary negotiations in Quebec. Subcategory 8c covered a visit by Cardinal Roy to Quebec City. Subcategory 8d dealt with complaints that a schoolteacher in Quebec was teaching Nazi doctrines and festooning his classroom with Nazi relics. Subcategory 8e dealt with the refusal of Canadian citizenship to a family professing atheism in Ontario.

Coverage in these subcategories provided two kinds of evidence. First, it is clear from the results, that the region of origin of educational and religious news reports tends also to be the region in which the greatest emphasis is given. In each case the coverage in the region of origin was much greater than in any other Canadian region. Second, the subcategories studied served to underline the general tendency encountered throughout this study for relatively parochial news attitudes on the part of French language newspapers. The two events not involving French language schools or Roman Catholicism were virtually ignored by French language newspapers. This selectivity, however, was also true between English language regions to a certain extent as well. The Atlantic province newspapers, for example, ignored three of the five subcategory topics and Prairie and British Columbia newspapers were relatively uninterested in two of five subcategories.

Broadly speaking, totals for the five subcategories compared reasonably closely with totals for Category eight as a whole.

The results:

Table 93: Weighted Column Inch Coverage by Newspapers, Subcategory 8a.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Toronto Star	14.0
2.	London Free Press	11.0
3.	Ottawa Journal	11.0
4.	Winnipeg Tribune	10.4
5.	Winnipeg Free Press	10.2
6.	Hamilton Spectator	8.9
7.	Montreal Gazette	8.8
8.	Toronto Telegram	8.4
9.	St. John's Telegram	7.2
10.	Regina Leader-Post	5.5
11.	Kitchener-Waterloo Record	5.2
12.	Victoria Colonist	4.4

No Coverage: Vancouver Sun, Vancouver Times, Edmonton Journal, Calgary Herald, Saskatoon Star-Phoenix, Toronto Globe and Mail, Windsor Star, Montreal Star, Ottawa Le Droit, Montreal La Presse, Quebec City Le Soleil, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Le Devoir, Halifax Chronicle-Herald, Sydney-Cape Breton Post, St. John Telegraph-Journal.

Table 94: Weighted Column Inch Coverage by Newspapers, Subcategory 8b.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Montreal La Presse	194.7
2.	Quebec City Le Soleil	193.9
3.	Montreal Star	138.9
4.	Montreal Le Devoir	100.0
5.	Trois-Rivieres Nouvelliste	58.1
6.	Montreal Gazette	54.5
7.	Windsor Star	44.5
8.	Sherbrooke La Tribune	42.5
9.	Toronto Globe and Mail	33.1
10.	Calgary Herald	33.1
11.	Kitchener-Waterloo Record	32.1
12.	Ottawa Le Droit	29.3
13.	Toronto Star	27.4
14.	Regina Leader-Post	21.0
15.	London Free Press	15.7
16.	Toronto Telegram	14.8
17.	St. John's Telegram	6.0
18.	Hamilton Spectator	5.5
19.	Winnipeg Tribune	5.0
20.	Victoria Colonist	4.0
21.	Vancouver Sun	3.6
22.	Vancouver Times	3.5
23.	Edmonton Journal	3.1

No Coverage: Saskatoon Star-Phoenix, Winnipeg Free Press, Halifax Chronicle-Herald, Sydney-Cape Breton Post, St. John Telegraph-Journal.

Table 95: Weighted Column Inch Coverage by Newspapers, Subcategory 8c.

<u>Newspaper</u>	<u>Weighted Col. In.</u>
1. Quebec City Le Soleil	214.9
2. Sherbrooke La Tribune	53.5
3. Trois-Rivieres Nouvelliste	47.7
4. Montreal La Presse	44.5
5. Montreal Star	44.0
6. London Free Press	34.8
7. Montreal Le Devoir	29.7
8. Ottawa Le Droit	26.9
9. Montreal Gazette	25.7
10. Toronto Star	20.9
11. Hamilton Spectator	17.2
12. Regina Leader-Post	16.5
13. Calgary Herald	15.4
14. Winnipeg Free Press	14.1
15. Windsor Star	9.9
16. Kitchener-Waterloo Record	9.9
17. Toronto Telegram	7.5
18. Ottawa Journal	7.3
19. Winnipeg Tribune	5.2

No Coverage: Vancouver Sun, Vancouver Times, Victoria Colonist, Edmonton Journal, Saskatoon Star-Phoenix, Toronto Globe and Mail, Halifax Chronicle-Herald, Sydney-Cape Breton Post, St. John Telegraph-Journal, St. John's Telegram.

Table 96: Weighted Column Inch Coverage by Newspapers, Subcategory 8d.

<u>Newspaper</u>	<u>Weighted Col. In.</u>
1. Montreal La Presse	242.1
2. Montreal Le Devoir	114.0
3. Sherbrooke La Tribune	102.0
4. Toronto Star	74.2
5. Montreal Star	71.3
6. Windsor Star	70.2
7. Kitchener-Waterloo Record	65.4
8. Montreal Gazette	60.6
9. Ottawa Le Droit	56.7
10. London Free Press	53.3
11. Edmonton Journal	49.5
12. Ottawa Journal	45.9
13. Calgary Herald	43.4
14. Hamilton Spectator	41.8
15. Winnipeg Tribune	41.7
16. Vancouver Sun	41.3
17. Halifax Chronicle-Herald	38.8
18. Saskatoon Star-Phoenix	34.8
19. Toronto Telegram	31.5

Table 96: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
20.	Trois-Rivieres Nouvelliste	29.7
21.	Winnipeg Free Press	26.6
22.	Regina Leader-Post	25.6
23.	St. John's Telegram	25.3
24.	Sydney-Cape Breton Post	24.2
25.	Toronto Globe and Mail	23.0
26.	Victoria Colonist	20.1
27.	Quebec City Le Soleil	18.9
28.	Vancouver Times	9.7
29.	St. John Telegraph-Journal	5.5

Table 97: Weighted Column Inch Coverage by Newspapers, Subcategory 8e.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Toronto Telegram	75.6
2.	Vancouver Times	69.9
3.	Toronto Globe and Mail	69.6
4.	Hamilton Spectator	63.1
5.	Toronto Star	52.3
6.	London Free Press	44.6
7.	Ottawa Journal	38.4
8.	Kitchener-Waterloo Record	37.8
9.	Winnipeg Free Press	31.6
10.	Windsor Star	30.5
11.	Victoria Colonist	29.4
12.	Winnipeg Tribune	28.9
13.	Vancouver Sun	21.1
14.	Quebec City Le Soleil	20.9
15.	Calgary Herald	20.6
16.	Regina Leader Post	20.5
17.	Edmonton Journal	18.6
18.	Saskatoon Star-Phoenix	18.1
19.	Halifax Chronicle-Herald	16.4
20.	Montreal Gazette	15.8
21.	St. John's Telegram	15.6
22.	Montreal Le Devoir	13.2
23.	St. John Telegraph-Journal	12.0
24.	Montreal Star	11.0
25.	Montreal La Presse	9.9
26.	Sydney-Cape Breton Post	3.5

No Coverage: Ottawa Le Droit, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste.

Subcategories 9a, 9b: These subcategories were selected to test out expectations that coverage of the centennial symbol announcement (9a) would be relatively greater in French language newspapers while coverage of Governor General Vanier's birthday would be relatively greater in English language newspapers. They also sought to determine whether there was any relationship in purely social reports between coverage and distance from Ottawa, the point of announcement.

The results confirm all such expectations. Subcategory 9a was covered by all but one French language newspaper and space allotted averaged 12.7 weighted column inches compared with 11.4 weighted column inches allotted by the fifteen of twenty-three English language newspapers which covered the announcement. Of the papers omitting the item, six of the nine were in the British Columbia and Prairie regions.

Subcategory 9b was covered by nineteen of the twenty-three English language newspapers with an average of 16.1 weighted column inches compared with coverage by only two of the six French language newspapers averaging 5.9 weighted column inches. Of the newspapers omitting the item, two of the four English language newspapers were in the extremity regions of British Columbia and the Atlantic provinces and five of the seven newspapers in those regions allotted less than the mean average of coverage.

Taken by themselves, these results are far from conclusive, since the scale and sample are both insignificant in comparison with both total and category figures. But they do provide further reinforcement of broad trends for the study as a whole.

The results:

Table 98: Weighted Column Inch Coverage by Newspapers, Subcategory 9a.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Montreal Star	20.9
2.	Quebec City Le Soleil	19.2
3.	Edmonton Journal	18.1
4.	Kitchener-Waterloo Record	16.5
5.	Sherbrooke La Tribune	15.2
6.	Ottawa Le Droit	13.9
7.	Toronto Star	13.2
8.	Windsor Star	12.6
9.	Montreal Le Devoir	12.1
10.	Halifax Chronicle-Herald	12.0
11.	St. John Telegraph-Journal	12.0
12.	Winnipeg Tribune	11.6
13.	Toronto Globe and Mail	11.5
14.	Sydney-Cape Breton Post	9.7
15.	St. John's Telegram	8.5
16.	London Free Press	7.3
17.	Montreal Gazette	6.8
18.	Regina Leader-Post	6.5
19.	Ottawa Journal	4.7
20.	Trois-Rivieres Nouvelliste	3.0

No Coverage: Vancouver Sun, Vancouver Times, Victoria Colonist, Calgary Herald, Saskatoon Star-Phoenix, Winnipeg Free Press, Toronto Telegram, Hamilton Spectator, Montreal La Presse.

Table 99: Weighted Column Inch Coverage by Newspapers, Subcategory 9b.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Ottawa Journal	44.0
2.	London Free Press	28.6
3.	Kitchener-Waterloo Record	24.1
4.	Regina Leader-Post	23.3
5.	Halifax Chronicle-Herald	22.0
6.	Saskatoon Star-Phoenix	21.0
7.	Calgary Herald	20.8
8.	Edmonton Journal	19.5
9.	Sydney-Cape Breton Post	19.2
10.	Toronto Globe and Mail	15.7
11.	Winnipeg Tribune	11.0
12.	Victoria Colonist	10.8
13.	Winnipeg Free Press	10.4
14.	Windsor Star	9.9
15.	Montreal Le Devoir	9.9
16.	Toronto Star	9.5
17.	St. John Telegraph-Journal	5.2
18.	Montreal Star	5.2
19.	Vancouver Sun	2.7
20.	Trois-Rivieres Nouvelliste	2.0
21.	Montreal Gazette	2.0

Table 99: (cont'd.)

No Coverage: Vancouver Times, Toronto Telegram, Hamilton Spectator, Ottawa Le Droit, Montreal La Presse, Quebec City Le Soleil, Sherbrooke La Tribune, St. John's Telegram.

Subcategories 10a, 10b: These subcategories were selected to check on regional variations of coverage and on the point at which a news "threshold" might operate in determining whether coverage should be provided on main news pages or relegated to either the financial pages or wastebasket.

The results indicated, as might be expected, that insofar as the wheat business is concerned, Prairie and port cities are far more interested than the rest of Canada. Eight and seven of the first ten newspapers in order of weighted column inch coverage respectively were Prairie or port cities in the two categories.

The threshold effect was demonstrated in the respective patterns of omission. All newspapers carried some report about subcategory 10a -- dealing with announcements of wheat sales -- while eight newspapers (four English and four French) ignored the rather more technical news item in subcategory 10b -- dealing with reductions in the prices of some classes of wheat.

In keeping with the suggestion of a relatively more parochial pattern of national coverage in French language newspapers, it is possibly significant to note that, with Prairie region newspapers excluded, the English language coverage of each topic was slightly more extensive than the French language coverage (12.1 weighted col. in to 10.3 in subcategory 10b and 45.1 weighted col. in. to 41.2 in subcategory 10a -- if the Ottawa Le Droit coverage is removed in the light of the fact that both news items were Ottawa-oriented because they were related to the Department of Agriculture,

this French language average slips further to 10.1 weighted column inches in the Montreal Le Devoir in subcategory 10b and an average of 33.7 weighted column inches in subcategory 10a).

The results:

Table 100: Weighted Column Inch Coverage by Newspapers, Subcategory 10a.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Regina Leader-Post	138.3
2.	Winnipeg Tribune	105.7
3.	Winnipeg Free Press	105.2
4.	Saskatoon Star-Phoenix	105.2
5.	Vancouver Sun	102.2
6.	Edmonton Journal	82.3
7.	Ottawa Le Droit	78.4
8.	London Free Press	62.4
9.	Montreal Gazette	61.7
10.	Vancouver Times	60.4
11.	Montreal La Presse	54.8
12.	Windsor Star	51.8
13.	Kitchener-Waterloo Record	50.8
14.	Victoria Colonist	49.0
15.	Toronto Telegram	48.4
16.	Hamilton Spectator	47.8
17.	Calgary Herald	47.2
18.	Montreal Star	42.0
19.	Toronto Star	38.2
20.	Quebec City Le Soleil	38.0
21.	Montreal Le Devoir	36.2
22.	Halifax Chronicle-Herald	34.3
23.	St. John Telegraph-Journal	28.7
24.	Ottawa Journal	26.6
25.	St. John's Telegram	26.2
26.	Trois-Rivieres Nouvelliste	21.6
27.	Toronto Globe and Mail	18.0
28.	Sydney-Cape Breton Post	18.0
29.	Sherbrooke La Tribune	17.9

Table 101: Weighted Column Inch Coverage by Newspapers, Subcategory 10b.

<u>Newspaper</u>	<u>Weighted Col. In.</u>
1. Regina Leader Post	84.5
2. Saskatoon Star-Phoenix	69.5
3. Winnipeg Tribune	61.2
4. Winnipeg Free Press	58.1
5. Toronto Globe and Mail	22.3
6. Victoria Colonist	21.9
7. Vancouver Sun	20.7
8. London Free Press	20.4
9. Windsor Star	20.0
10. Vancouver Times	14.5
11. Toronto Star	14.3
12. Calgary Herald	13.7
13. Kitchener-Waterloo Record	13.2
14. Edmonton Journal	12.8
15. Ottawa Le Droit	10.5
16. Montreal Le Devoir	10.1
17. Hamilton Spectator	8.4
18. St. John Telegraph-Journal	4.2
19. Toronto Telegram	3.4
20. St. John's Telegram	2.0

No Coverage: Ottawa Journal, Montreal La Presse, Quebec City Le Soleil, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Star, Montreal Gazette, Halifax Chronicle-Herald, Sydney-Cape Breton Post.

Subcategory 11a: This subcategory sought to separate out material on the SIU and the SIU trustees from other maritime news carried by the newspapers in the sample. It was felt that there might be an imbalance in the category as a whole with this material included which would distort final results.

The subcategory confirmed this possibility. In table 102 below figures indicate that Canadian newspapers published in or associated with the Great Lakes trade (and thus primarily concerned with the SIU) gave by far the greatest emphasis to subcategory 11a material. Twelve of the first 15 newspapers in the sample by weighted column inch coverage were published in or associated with the Great Lakes trade.

In table 103, in turn, the totals for Category 11 are revised through the subtraction of subcategory 11a figures. The patterns of coverage

are, as a result, sharply changed with the main emphasis provided by Atlantic province newspapers (four of the first seven) in place of the Ontario-Quebec combination previously dominant. Surprisingly, however, Prairie coverage remains fairly strong in relative totals and British Columbia newspapers continue to rank fairly far down the list. This latter result is in part due to the fact that British Columbia news in general does not appear to be carried very widely elsewhere in Canada and so many British Columbia maritime reports did not qualify under our definition of a nation news event.

The results and revised results:

Table 102: Weighted Column Inch Coverage by Newspapers, Subcategory 11a.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Toronto Globe and Mail	252.8
2.	Ottawa Journal	190.3
3.	Kitchener-Waterloo Record	180.6
4.	Toronto Star	164.8
5.	Hamilton Spectator	161.8
6.	Montreal Gazette	158.0
7.	Windsor Star	133.2
8.	Winnipeg Free Press	128.7
9.	Montreal Star	124.1
10.	Montreal Le Devoir	112.3
11.	Toronto Telegram	109.6
12.	Saskatoon Star-Phoenix	106.4
13.	Regina Leader-Post	101.5
14.	London Free Press	100.0
15.	Montreal La Presse	96.3
16.	Edmonton Journal	84.5
17.	St. John Telegraph-Journal	78.2
18.	Winnipeg Tribune	76.7
19.	Trois-Rivieres Nouvelliste	73.5
20.	Vancouver Sun	71.0
21.	Sydney-Cape Breton Post	69.0
22.	Calgary Herald	65.4
23.	Halifax Chronicle Herald	59.8
24.	Vancouver Times	59.6
25.	Ottawa Le Droit	53.1
26.	Quebec City Le Soleil	31.8
27.	Sherbrooke La Tribune	29.7
28.	St. John's Telegram	21.8
29.	Victoria Colonist	20.6

Table 103: Revised Category 11 (Category less subcategory 11a)

	<u>Newspaper</u>	<u>Weighted Col. In.</u>	<u>Category Standing</u>
1.	Halifax Chronicle-Herald	121.9	7.
2.	Montreal Star	82.1	2.
3.	Sydney-Cape Breton Post	77.7	12.
4.	Regina Leader-Post	71.0	9.
5.	Saskatoon Star-Phoenix	67.5	8.
6.	St. John's Telegram	50.5	23.
7.	St. John Telegraph-Journal	45.7	16.
8.	London Free Press	44.8	13.
9.	Montreal Gazette	40.8	4.
10.	Calgary Herald	36.4	20.
11.	Hamilton Spectator	36.0	6.
12.	Victoria Colonist	31.8	27.
13.	Winnipeg Free Press	31.1	11.
14.	Toronto Globe and Mail	29.7	1.
15.	Vancouver Times	29.6	22.
16.	Montreal La Presse	26.8	17.
17.	Edmonton Journal	19.9	19.
18.	Ottawa Le Droit	19.4	26.
19.	Vancouver Sun	19.1	21.
20.	Kitchener-Waterloo Record	18.8	5.
21.	Ottawa Journal	15.9	3.
22.	Montreal Le Devoir	14.9	15.
23.	Windsor Star	11.6	14.
24.	Toronto Star	5.5	10.
25.	Quebec City Le Soleil	5.1	28.

No Coverage: Toronto Telegram (18), Winnipeg Tribune (24) Trois-Rivieres Nouvelliste (25), Sherbrooke La Tribune (29)*.

* Figures in brackets indicate ranked volume of weighted column inches of coverage in overall category 11.

Subcategory 12a: The subcategory was selected as a precaution against possible distortion of totals for obituaries by inclusion of Canadian material related to the death of Sir Winston Churchill -- an event properly falling in the foreign news classification. The results, however, indicated that very little distortion actually occurred since only 10 newspapers altogether included separate Canadian material, the longest of which was a weighted 12.5 column inches. The totals for the 10 newspapers were as follows:

1.	Toronto Globe and Mail	12.5
2.	Regina Leader-Post	12.0
3.	Montreal Gazette	10.2
4.	Winnipeg Free Press	10.1
5.	Ottawa Journal	10.0
6.	Calgary Herald	8.2
7.	Sydney-Cape Breton Post	7.1
8.	Winnipeg Tribune	5.2
9.	Saskatoon Star-Phoenix	5.2
10.	Montreal Star	4.9

As will be noted on examination of Table 27 above, these totals have little effect on the Category 12 totals as a whole. There are some changes in the relative ranking of newspapers, but no major changes of substance.

Subcategory 13a: This subcategory was selected in order to check on distortion in the broad category of Canadian Foreign affairs occasioned by coverage of Canadian comments, actions and reactions concerning the war in Viet Nam. It was felt that a possibility of distortion existed because of the general news agency practice to issue top news reports on most regional circuits in roughly the same form (through the exchange of teletypesetter tape between circuit operators). These "budget" items handled roughly similarly could mask differences in regional emphasis on other slightly shorter or less important items.

The results, however, do not indicate that this is the case. Regional emphasis is roughly the same in the case of Category 13, subcategory 13a and tables 106-107 listing category 13 less subcategory 13a. The relatively even totals between English language and French language newspapers are maintained as well and only minor changes occur in the ranking of individual newspapers according to their weighted column inch coverage. It is also true that the pattern of less coverage, as the distance from Ottawa grows, is maintained.

The only exception to the generally similar pattern occurs in the case of the Windsor Star. Since the External Affairs Minister, Mr. Martin, holds a Parliamentary seat for a Windsor constituency and made slightly more comments about Viet Nam than on other topics during the period studied, the newspaper tended to give slightly more coverage to the subcategory than might otherwise be expected.

The results and revised results:

Table 104: Weighted Column Inch Coverage by Newspapers, Subcategory 13a.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Windsor Star	529.1
2.	Montreal La Presse	472.8
3.	London Free Press	440.8
4.	Toronto Globe and Mail	438.2
5.	Ottawa Journal	399.6
6.	Montreal Star	394.6
7.	Vancouver Sun	378.4
8.	Regina Leader-Post	377.9
9.	Quebec City Le Soleil	365.7
10.	Saskatoon Star-Phoenix	350.2
11.	Ottawa Le Droit	341.1
12.	Montreal Le Devoir	318.2
13.	Hamilton Spectator	313.9
14.	Kitchener-Waterloo Record	306.5
15.	Calgary Herald	300.1
16.	Toronto Telegram	299.8
17.	Toronto Star	277.7
18.	Victoria Colonist	273.2
19.	Edmonton Journal	271.3
20.	Montreal Gazette	267.1
21.	Sydney-Cape Breton Post	258.0
22.	Halifax Chronicle-Herald	256.7
23.	Sherbrooke La Tribune	253.5
24.	Winnipeg Tribune	233.5
25.	Winnipeg Free Press	223.7
26.	St. John Telegraph-Journal	173.5
27.	Vancouver Times	171.8
28.	Trois-Rivieres Nouvelliste	158.1
29.	St. John's Telegram	98.1

Table 105: Regional Groupings and Totals, Subcategory 13a.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	378.4		
Vancouver Times	171.8		
Victoria Colonist	273.2	823.4	274.5
Prairie Provinces:			
Edmonton Journal	271.3		
Calgary Herald	300.1		
Regina Leader-Post	377.9		
Saskatoon Star-Phoenix	350.2		
Winnipeg Free Press	223.7		
Winnipeg Tribune	233.5	1,756.7	292.8
Ontario:			
Toronto Star	277.7		
Toronto Telegram	299.8		
Toronto Globe and Mail	438.2		
London Free Press	440.8		
Hamilton Spectator	313.9		
Windsor Star	529.1		
Ottawa Journal	399.6		
Kitchener-Waterloo Record	306.5		
Ottawa Le Droit	341.1	3,346.7	371.9
Quebec:			
Montreal La Presse	529.1		
Quebec City Le Soleil	365.7		
Sherbrooke La Tribune	253.5		
Trois-Rivieres Nouvelliste	158.1		
Montreal Le Devoir	318.2		
Montreal Star	394.6		
Montreal Gazette	267.1	2,286.3	326.6
Atlantic Provinces:			
Halifax Chronicle-Herald	256.7		
Sydney-Cape Breton Post	258.0		
St. John Telegraph-Journal	173.5		
St. John's Telegram	98.1	786.3	196.6
French Language Newspapers		1,965.7	327.6
English Language Newspapers		7,033.7	305.8

Table 106: Revised Category 13 (category 13 less subcategory 13a)

<u>Newspaper</u>	<u>Weighted Col. In.</u>	<u>Category Standing</u>
1. Toronto Globe and Mail	1,142.8	1.
2. Montreal Star	817.8	5.
3. Windsor Star	811.1	2.
4. Montreal La Presse	789.4	3.
5. London Free Press	785.8	4.
6. Montreal Gazette	737.7	10.
7. Toronto Telegram	711.3	9.
8. Ottawa Le Droit	676.0	7.
9. Montreal Le Devoir	675.6	11.
10. Calgary Herald	664.6	12.
11. Regina Leader-Post	657.1	6.
12. Quebec City Le Soleil	650.6	8.
13. Kitchener-Waterloo Record	642.5	14.
14. Hamilton Spectator	615.6	16.
15. Winnipeg Free Press	614.9	19.
16. Edmonton Journal	611.7	18.
17. Vancouver Sun	581.5	13.
18. Ottawa Journal	546.0	15.
19. Saskatoon Star-Phoenix	534.7	17.
20. Winnipeg Tribune	522.0	21.
21. Victoria Colonist	505.7	20.
22. Toronto Star	431.7	22.
23. Halifax Chronicle-Herald	374.0	23.
24. Sydney-Cape Breton Post	372.6	24.
25. St. John Telegraph-Journal	368.9	26.
26. Sherbrooke La Tribune	352.0	25.
27. Vancouver Times	285.7	27.
28. Trois Rivières Nouvelliste	251.0	28.
29. St. John's Telegram	73.5	29.

Table 107: Revised Category 13 by Regional Groupings and Totals.

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
British Columbia:			
Vancouver Sun	581.5		
Vancouver Times	285.7		
Victoria Colonist	505.7	1,372.9	457.6
Prairie Provinces:			
Edmonton Journal	611.7		
Calgary Herald	664.6		
Regina Leader-Post	657.1		
Saskatoon Star-Phoenix	534.7		
Winnipeg Free Press	614.9		
Winnipeg Tribune	522.0	3,605.0	600.8

Table 107: (cont'd.)

<u>Newspaper and Region</u>	<u>Weighted Col. In.</u>	<u>Regional Total</u>	<u>Average</u>
Ontario:			
Toronto Star	431.7		
Toronto Telegram	711.3		
Toronto Globe and Mail	1,142.8		
London Free Press	785.8		
Hamilton Spectator	615.6		
Windsor Star	811.1		
Ottawa Journal	546.0		
Kitchener-Waterloo Record	642.5		
Ottawa Le Droit	676.0	6,162.8	673.6
Quebec:			
Montreal La Presse	789.4		
Quebec City Le Soleil	650.6		
Sherbrooke La Tribune	352.0		
Trois-Rivieres Nouvelliste	251.0		
Montreal Le Devoir	675.6		
Montreal Star	817.8		
Montreal Gazette	737.7	4,274.1	610.6
Atlantic Provinces:			
Halifax Chronicle-Herald	374.0		
Sydney-Cape Breton Post	372.6		
St. John Telegraph-Journal	368.9		
St. John's Telegram	73.5	1,189.0	297.3
French Language Newspapers		3,384.6	564.1
English Language Newspapers		13,219.2	574.7

Subcategory 14a: This subcategory was selected in order to determine whether coverage of medicare tended to distort the broad pattern of coverage of medicine and science in Category 14 as a whole.

The results indicated some modest changes in emphasis. Since Montreal and Ontario newspapers plumped heavily for medicare coverage (a total of 6,016.6 weighted Col. In. for the nine Ontario and four Montreal newspapers compared with 4,667.9 for the other 16 newspapers in this study), the relative coverage on other medical and scientific topics by other newspapers tended to compare slightly more favourably (4,240.6 weighted Col. In. for the Montreal-Ontario 13 compared with 4,269.6 for the other 16 newspapers). The fact that

there was not a larger redress of balance is probably explained by the greater overall size of the Montreal-Ontario group of papers.

The other modification -- an improvement in British Columbia and Prairie coverage apart from medicare -- is probably explained by the fact that most medical and scientific material is by its nature relatively timeless and can be sent out to newspapers by mail or on agency wires in non-peak hours. As a result, newspapers at the end of the usual news pipeline, tend to have relatively more equal access.

Subcategory 14b: This subcategory was selected in an effort to determine whether there were differences in the handling of medical and scientific reports of a speculative nature. Unfortunately, only four newspapers -- The Edmonton Journal, Winnipeg Free Press, Calgary Herald and Windsor Star -- printed the report selected which dealt with research on a new cancer drug. As such, the subcategory has no bearing on the overall category or regional or English-French differentials.

Table 108: Weighted Column Inch Coverage by Newspapers, Subcategory 14a.

<u>Newspaper</u>	<u>Weighted Col. In.</u>
1. Toronto Globe and Mail	853.1
2. Hamilton Spectator	690.1
3. Halifax Chronicle-Herald	619.6
4. London Free Press	609.9
5. Toronto Star	606.1
6. Toronto Telegram	596.1
7. Montreal Star	548.8
8. Saskatoon Star-Phoenix	514.2
9. Winnipeg Free Press	454.1
10. Regina Leader-Post	446.6
11. Kitchener-Waterloo Record	429.4
12. Windsor Star	389.6
13. Vancouver Sun	385.6
14. Montreal La Presse	348.1
15. Ottawa Journal	340.5
16. Quebec City Le Soleil	303.3
17. Calgary Herald	301.7
18. Sydney-Cape Breton Post	277.6
19. Edmonton Journal	272.4

Table 108: (cont'd.)

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
20.	Winnipeg Tribune	254.9
21.	Montreal Gazette	234.5
22.	Victoria Colonist	226.0
23.	St. John Telegraph-Journal	202.2
24.	Vancouver Times	187.8
25.	Ottawa Le Droit	185.5
26.	Montreal Le Devoir	184.9
27.	Sherbrooke La Tribune	94.0
28.	Trois-Rivieres Nouvelliste	65.6
29.	St. John's Telegram	62.3

Table 109: Revised Category 14 (Category 14 less subcategory 14a)

	<u>Newspaper</u>	<u>Weighted Col. In.</u>	<u>Previous Ranking</u>
1.	Vancouver Sun	573.2	5.
2.	Toronto Globe and Mail	521.4	1.
3.	Regina Leader-Post	506.8	7.
4.	London Free Press	487.9	3.
5.	Toronto Star	478.3	4.
6.	Calgary Herald	461.4	14.
7.	Hamilton Spectator	458.1	2.
8.	Kitchener-Waterloo Record	427.8	11.
9.	Saskatoon Star-Phoenix	416.1	8.
10.	Montreal Star	400.8	6.
11.	Windsor Star	381.6	13.
12.	Winnipeg Free Press	336.2	12.
13.	Edmonton Journal	327.4	16.
14.	Toronto Telegram	324.1	9.
15.	Victoria Colonist	322.1	17.
16.	Vancouver Times	322.0	18.
17.	Ottawa Journal	317.2	15.
18.	Halifax Chronicle-Herald	256.8	10.
19.	Sydney-Cape Breton Post	194.4	20.
20.	Winnipeg Tribune	193.8	21.
21.	Montreal Gazette	184.5	22.
22.	Montreal La Presse	128.7	19.
23.	St. John Telegraph-Journal	117.3	24.
24.	Ottawa Le Droit	94.0	25.
25.	Sherbrooke La Tribune	87.7	27.
26.	St. John's Telegram	76.8	28.
27.	Quebec City Le Soleil	72.1	23.
28.	Montreal Le Devoir	36.2	26.
29.	Trois-Rivieres Nouvelliste	5.5	29.

Subcategories 15a, 15b, 15c: These subcategories were selected to examine the possibility of individual or regional variations in emphasis within Category 15 on the Canadian Armed Forces. Subcategory 15a dealt with reports on the Canadian UN force in Cyprus, 15b with the announcement of changes in RCAF ranks and 15c with Navy tests of hydrofoil craft and seasickness pills.

No significant variations were revealed. Roughly the same degree of extra interest seemed to be evinced by garrison centers, the relative indifference of French language newspapers persisted and Toronto newspapers tended to print rather less material than on other topics.

Table 110: Weighted Column Inch Coverage by Newspapers, Subcategory 15a.

<u>Newspaper</u>	<u>Weighted Col. In.</u>
1. Victoria Colonist	55.5
2. Montreal La Presse	26.9
3. Vancouver Sun	21.9
4. Kitchener-Waterloo Record	21.9
5. Vancouver Times	11.5
6. Edmonton Journal	10.6
7. St. John Telegraph-Journal	10.4
8. St. John's Telegram	10.3
9. Montreal Star	9.5
10. London Free Press	9.5
11. Ottawa Journal	7.7
12. Sydney-Cape Breton Post	7.0
13. Saskatoon Star-Phoenix	6.8
14. Halifax Chronicle-Herald	6.2
15. Windsor Star	5.2
16. Regina Leader Post	2.3
17. Montreal Le Devoir	2.0

No Coverage: Calgary Herald, Winnipeg Free Press, Winnipeg Tribune, Toronto Star, Toronto Telegram, Toronto Globe and Mail, Hamilton Spectator, Ottawa Le Droit, Quebec City Le Soleil, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Gazette.

Table 111: Weighted Column Inch Coverage by Newspapers, Subcategory 15b.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	London Free Press	38.5
2.	Quebec City Le Soleil	36.8
3.	Sydney-Cape Breton Post	36.3
4.	Kitchener-Waterloo Record	30.4
5.	Hamilton Spectator	27.5
6.	Ottawa Journal	26.9
7.	Sherbrooke La Tribune	18.9
8.	Victoria Colonist	18.4
9.	Winnipeg Tribune	17.6
10.	Ottawa Le Droit	17.3
11.	Winnipeg Free Press	16.6
12.	Toronto Globe and Mail	16.5
13.	Vancouver Sun	16.1
14.	Calgary Herald	14.9
15.	Halifax Chronicle-Herald	13.2
16.	Edmonton Journal	11.3
17.	Montreal Gazette	8.9
18.	Montreal Star	8.3
19.	Saskatoon Star-Phoenix	7.7
20.	Regina Leader-Post	7.3
21.	Windsor Star	6.8
22.	St. John Telegraph-Journal	4.9
23.	Vancouver Times	3.8

No Coverage: Toronto Star, Toronto Telegram, Montreal La Presse, Trois-Rivieres Nouvelliste, Montreal Le Devoir, St. John's Telegram.

Table 112: Weighted Column Inch Coverage by Newspapers, Subcategory 15c.

	<u>Newspaper</u>	<u>Weighted Col. In.</u>
1.	Ottawa Journal	31.9
2.	London Free Press	14.8
3.	Hamilton Spectator	14.8
4.	Kitchener-Waterloo Record	13.7
5.	Regina Leader-Post	11.5
6.	Toronto Telegram	11.0
7.	Calgary Herald	11.0
8.	Montreal Star	11.0
9.	Saskatoon Star-Phoenix	9.7
10.	Toronto Star	8.2

No coverage: Vancouver Sun, Vancouver Times, Victoria Colonist, Edmonton Journal, Winnipeg Free Press, Winnipeg Tribune, Toronto Globe and Mail, Windsor Star, Ottawa Le Droit, Montreal La Presse, Quebec City Le Soleil, Sherbrooke La Tribune, Trois-Rivieres Nouvelliste, Montreal Le Devoir, Montreal Gazette, Halifax Chronicle-Herald, Sydney-Cape Breton Post, St. John Telegraph-Journal, St. John's Telegram.

SECTION 2: EDITORIAL COMMENT

In addition to providing versions of the actual facts of events, Canadian newspapers amplify and comment upon events in their editorials. Such amplification and comment serves to increase the emphasis on both the event as such and the general category of information in which the event falls. Accordingly, in this section, the patterns of newspaper editorial comment in the 15 categories selected for this study are examined. No note is taken of the particular opinion, pro or con, expressed in such editorials since it is understood that this matter is the subject of another Commission study, assignment of point of view tends to be somewhat subjective and there is not yet clear data to indicate whether, in fact, point of view itself serves to influence the opinions of readers.

Direct comparison, however, can be misleading. The positioning, length, readability and intelligibility of editorials in the newspapers studied varied a great deal. At best, the material in this section can be taken as an approximate indication of supporting emphasis -- not as an indication of the exact importance assigned to specific categories and issues.

The overall pattern of editorial comment on national issues worked out as follows:

Table 113: Editorial Comment by Newspapers, all Categories.

<u>Newspaper</u>	<u>No. of Editorials</u>	<u>News Col. In. Totals</u>	<u>News Ranking</u>	<u>Circulation Ranking</u>
1. Toronto Globe and Mail	113	32,481.1	3.	4.
2. Hamilton Spectator	112	23,767.8	11.	12.
3. Toronto Star	105	28,003.6	4.	1.
4. Montreal Star	103	36,180.8	1.	6.
5. London Free Press	97	27,091.9	5.	11.
6. Vancouver Sun	94	21,797.1	16.	3.
7. Toronto Telegram	93	26,116.1	6.	5.
8. Winnipeg Tribune	89	19,092.6	20.	15.
9. Windsor Star	88	24,600.9	9.	14.
10. Montreal La Presse	85	32,869.1	2.	2.

Table 113: (cont'd.)

<u>Newspaper</u>	<u>No. of Editorials</u>	<u>News Col. In. Totals</u>	<u>News Ranking</u>	<u>Circulation Ranking</u>
11. Montreal Gazette	84	23,151.9	14.	8.
12. Calgary Herald	78	21,180.0	18.	13.
13. Kitchener-Waterloo Record	77	24,993.0	8.	24.
14. Edmonton Journal	75	17,763.1	21.	9.
15. Ottawa Journal	66	23,465.5	13.	16.
16. Winnipeg Free Press	66	19,820.2	19.	10.
17. Vancouver Times	60	14,227.3	27.	19.
18. Saskatoon Star-Phoenix	56	22,549.9	15.	22.
19. Halifax Chronicle-Herald	54	16,047.3	25.	17.
20. Montreal Le Devoir	53	21,598.8	17.	21.
21. Quebec City Le Soleil	51	25,667.2	7.	7.
22. Victoria Colonist	50	16,369.4	23.	26.
23. Ottawa Le Droit	44	23,621.2	12.	25.
24. Regina Leader-Post	35	24,186.5	10.	18.
25. Trois-Rivieres Nouvelliste	34	16,355.7	24.	23.
26. Sherbrooke La Tribune	33	16,479.9	22.	20.
27. Sydney-Cape Breton Post	33	15,929.0	26.	27.
28. St. John Telegraph-Journal	29	12,403.2	28.	28.
29. St. John's Telegram	16	8,006.8*	29.	29.

* Corrected figure.

A rather close correlation between circulation, volume of news copy and editorial comment emerges from these results. Of the first 15 newspapers in frequency of editorial comment 12 are among the first 15 in volume of news copy and 13 are among the first 15 in order of circulation. Among the other newspapers, the Montreal Le Devoir appears to be the only notable exception -- ranking seventh in circulation and news copy but 21st in frequency of editorial comment.

So far as regional emphasis is concerned, it is clear that the Ontario-Montreal newspapers dominate the field of editorial comment in the sample studied. The 13 newspapers of the Ontario-Montreal group accounted for 1,120 editorials, compared with 853 for the other 16 newspapers combined. And English language newspapers averaged 73 editorials (1,673 altogether) on national topics during the period compared with 50 editorials (300 altogether) average for the French language newspapers. By regions, frequency of editorial

comment worked out as follows:

British Columbia	204 editorials	Average of 68 per newspaper.
Prairie Provinces	399 editorials	Average of 67 per newspaper.
Ontario	795 editorials	Average of 88 per newspaper.
Quebec	443 editorials	Average of 63 per newspaper.
Atlantic Provinces	132 editorials	Average of 33 per newspaper.*

* Uncorrected for St. John's Telegram.

Coverage by categories presented a profile of newspapers' collective interests as follows:

	Weighted News Col. In.	Editorials
Category 1: Federal administration	25,251.9 (7)	102 (7)
Category 2: Federal politics	166,645.4 (1)	667 (1)
Category 3: Provincial politics	54,171.4 (5)	247 (2)
Category 4: Biculturalism	60,768.1 (3)	212 (3)
Category 5: Crime and Legal	122,508.5 (2)	154 (5)
Category 6: Natural Disasters	23,871.5 (8)	13(14)
Category 7: Business and Economic	59,813.3 (4)	168 (4)
Category 8: Religion and Education	17,814.2 (10)	82 (8)
Category 9: Social	14,889.5 (11)	43(11)
Category 10: Agriculture	6,296.0 (13)	20(12)
Category 11: Maritime	3,803.3 (14)	9(15)
Category 12: Obituaries	3,432.6 (15)	56 (9)
Category 13: Foreign Affairs	25,682.8 (6)	141 (6)
Category 14: Medicine and Science	19,319.8 (9)	44(10)
Category 15: Armed Services	6,528.6 (12)	15(13)

Variations in the stress given by individual newspapers, in the various regions and between English and French language newspapers are indicated in the category-by-category examination below.

Category 1: Editorials on relatively routine matters of Federal administration were, as would be expected in matters of infrequent controversy, not a major preoccupation of the newspapers studied. Over the six-month period, they averaged out as follows, by regions:

	<u>Total</u>	<u>Average per Newspaper</u>
British Columbia	17	5.7
Prairie Provinces	27	4.5
Ontario	40	4.4
Quebec	15	2.1
Atlantic Provinces	3	.8

Showing up rather more sharply, however, was the contrast between English and French language newspapers. The six French language papers printed six editorials (two newspapers -- Le Presse and Le Droit -- printed none) for an average of one each while the 23 English language newspapers printed 96 editorials for an average of 4.2 each. As indicated in the weighted column inches of news copy carried, federal administration does not apparently arouse comparable interest or concern in French language papers.

The results by individual newspapers:

Table 114: Editorial comment by newspapers, Category 1.

	<u>Newspaper</u>	<u>No. of Editorials</u>
1.	Toronto Globe and Mail	9
2.	Ottawa Journal	8
3.	London Free Press	7
4.	Saskatoon Star-Phoenix	7
5.	Vancouver Sun	7
6.	Hamilton Spectator	6
7.	Winnipeg Tribune	6
8.	Vancouver Times	6
9.	Montreal Star	6
10.	Calgary Herald	5
11.	Windsor Star	4
12.	Victoria Colonist	4
13.	Winnipeg Free Press	4
14.	Edmonton Journal	3
15.	Toronto Star	3
16.	Kitchener-Waterloo Record	3
17.	Montreal Gazette	3
18.	St. John Telegraph-Journal	2
19.	Montreal Le Devoir	2
20.	Regina Leader-Post	2
21.	Quebec City Le Soleil	2
22.	Sherbrooke La Tribune	1
23.	Trois-Rivieres Nouvelliste	1
24.	Sydney-Cape Breton Post	1

Table 114: (cont'd.)

No Editorials on Category 1 reports: Toronto Telegram, Ottawa Le Droit, Montreal La Presse, Halifax Chronicle-Herald, St. John's Telegram.

Category 2: Federal politics was far and away the major topic of editorial comment during the period studied -- a total more than double that of the next closest categories of provincial politics, biculturalism and business and economics. By regions, the pattern was as follows:

	<u>Total</u>	<u>Average per Newspaper</u>
British Columbia	74	24.7
Prairie Provinces	143	23.9
Ontario	258	28.6
Quebec	139	19.9
Atlantic Provinces	53	13.3
English Language Newspapers	568	24.7
French Language Newspapers	99	16.5

As might be expected, apart from these regional and language variations, the main focus of attention was provided by the Ontario-Montreal group of newspapers. The 13 newspapers of this group accounted for 352 of the total of 667 editorials on federal politics for an individual paper average of 27 editorials during the period studied. The remaining 16 newspapers printed 315 editorials for an average of 19.7 per newspaper.

Circulation correlated closely. Thirteen of the first 15 in order of frequency of editorial comment were among the first 15 in order of circulation and one of the two exceptions, the Kitchener-Waterloo Record, is a newspaper effectively in competition with the mass circulation Toronto dailies.

The individual newspaper results:

Table 115: Editorial Comment by Newspapers, Category 2.

	<u>Newspaper</u>	<u>No. of Editorials</u>
1.	Vancouver Sun	39
2.	Toronto Globe and Mail	35
3.	Toronto Telegram	33
4.	Winnipeg Free Press	33
5.	Windsor Star	32
6.	Kitchener-Waterloo Record	32
7.	Montreal Gazette	31
8.	Toronto Star	30
9.	London Free Press	30
10.	Hamilton Spectator	30
11.	Calgary Herald	29
12.	Montreal La Presse	28
13.	Halifax Chronicle-Herald	26
14.	Montreal Star	24
15.	Edmonton Journal	23
16.	Winnipeg Tribune	23
17.	Ottawa Journal	21
18.	Victoria Colonist	20
19.	Saskatoon Star-Phoenix	19
20.	Regina Leader-Post	16
21.	Trois-Rivieres Nouvelliste	16
22.	Vancouver Times	15
23.	Ottawa Le Droit	15
24.	Sherbrooke La Tribune	15
25.	Quebec City Le Soleil	14
26.	Sydney-Cape Breton Post	12
27.	Montreal Le Devoir	11
28.	St. John Telegraph-Journal	8
29.	St. John's Telegram	7

Category 3: Provincial politics ranked as the second most popular subject for editorial comment during the period studied. In the breakdown of results, however, a substantial imbalance emerged in regional emphasis:

	<u>Total</u>	<u>Average per Newspaper</u>
British Columbia	21	7.0
Prairie Provinces	34	5.7
Ontario	98	10.9
Quebec	90	12.9
Atlantic Provinces	4	1.0
English Language Newspapers	176	7.7
French Language Newspapers	71	11.8

Again, as with federal politics, the Ontario-Montreal newspapers paid the most attention to the category. The group of 13 papers printed 164 editorials for an individual paper average of 12.6 editorials during the six months studied. The remaining 16 newspapers accounted for 83 editorials for an individual paper average of 5.2.

There was also a close correlation with circulation. Thirteen of the first 15 newspapers in order of editorial comment were among the first 15 newspapers in order of circulation and the remaining two -- Montreal Le Devoir and Ottawa Le Droit -- reflected the intensive French language interest.

Interest in Category three can be assumed, in view of the strong Quebec newspaper emphasis, to bear some relationship to Category four, Biculturalism. These combined results are examined below.

Table 116: Editorial Comment by Newspapers, Category 3.

<u>Newspaper</u>	<u>No. of Editorials</u>
1. Montreal Star	21
2. Montreal Le Devoir	19
3. Montreal La Presse	18
4. Toronto Globe and Mail	17
5. Toronto Star	15
6. London Free Press	13
7. Hamilton Spectator	13
8. Windsor Star	12
9. Quebec City Le Soleil	12
10. Winnipeg Tribune	12
11. Ottawa Le Droit	10
12. Vancouver Sun	10
13. Edmonton Journal	9
14. Toronto Telegram	9
15. Montreal Gazette	8
16. Kitchener-Waterloo Record	7
17. Vancouver Times	7
18. Sherbrooke La Tribune	6
19. Trois-Rivieres Nouvelliste	6
20. Saskatoon Star Phoenix	6
21. Victoria Colonist	4
22. Regina Leader-Post	3
23. Halifax Chronicle-Herald	2
24. Calgary Herald	2
25. Winnipeg Free Press	2
26. Ottawa Journal	2

Table 116: (cont'd.)

<u>Newspaper</u>	<u>No. of Editorials</u>
27. St. John Telegraph-Journal	2

No Editorials on Category 3 Reports: Sydney-Cape Breton Post, St. John's Telegram.

Category 4: Biculturalism was the third most popular editorial subject during the period studied. The Commission's Preliminary Report contributed to this since virtually every newspaper in Canada printed one or two editorials* on this report at the time of its release -- a fact which accounted for 33 of the total of 212 editorials noted.

The regional breakdown showed a more even national pattern than in the case of federal or provincial politics:

	<u>Total</u>	<u>Average per Newspaper</u>
British Columbia	24	8.0
Prairie Provinces	41	6.8
Ontario	74	8.2
Quebec	59	8.4
Atlantic Provinces	14	3.5
English Language Newspapers	165	7.2
French Language Newspapers	47	7.8

The correlation with circulation was also not as close as in previous two categories. Only 10 of the first 15 in order of editorial comments ranked with the first 15 in order of circulation. Of the remaining five, two were French language newspapers -- Le Devoir and Le Droit -- and two were Western Canada publications -- Victoria Colonist and Saskatoon Star-Phoenix.

* The lone exception was the Trois-Rivieres Nouvelliste.

The Ontario-Montreal newspapers again were dominant, accounting for 117 of the 212 editorials published for an average of nine editorials each for the 13 newspapers in the group. The remaining 16 newspapers printed 95 editorials for an average of five editorials each during the period studied.

Table 117: Editorial comment by newspapers, Category 4.

<u>Newspaper</u>	<u>No. of Editorials</u>
1. Montreal Le Presse	13
2. Toronto Globe and Mail	13
3. Montreal Star	12
4. Hamilton Spectator	12
5. Ottawa Le Droit	11
6. Montreal Gazette	11
7. Calgary Herald	10
8. Victoria Colonist	10
9. Quebec City Le Soleil	9
10. Ottawa Journal	8
11. Vancouver Sun	8
12. Montreal Le Devoir	7
13. Edmonton Journal	7
14. Saskatoon Star-Phoenix	7
15. Winnipeg Tribune	7
16. Sydney-Cape Breton Post	6
17. Windsor Star	6
18. Vancouver Times	6
19. Winnipeg Free Press	6
20. Toronto Star	6
21. Toronto Telegram	6
22. London Free Press	6
23. Kitchener-Waterloo Record	6
24. Sherbrooke La Tribune	5
25. Regina Leader-Post	4
26. St. John Telegraph-Journal	3
27. St. John's Telegram	3
28. Trois-Rivieres Nouvelliste	2
29. Halifax Chronicle-Herald	2

A compilation of Categories three and four gives a revealing picture of relative regional and linguistic interests in provincial and bicultural affairs in Canada:

	<u>Total, Categories 3 and 4</u>	<u>Average per Newspaper</u>
British Columbia	45	15.0
Prairie Provinces	75	12.5
Ontario	172	19.1
Quebec	149	21.3
Atlantic Provinces	18	4.5
English Language Newspapers	341	14.4
French Language Newspapers	118	19.7

It is revealing too that the Ontario-Montreal newspapers accounted for more than 60% of the editorial comments on the combined topics during the period studied. The 13 newspapers in Ontario and Montreal printed 281 editorials for an average of 21.6 per newspaper while the remaining 16 newspapers printed 178 editorials for an average of 11.1. These figures, taken together with figures for weighted column inches of news coverage (68,059.3 weighted col. in. for the 13 Ontario-Montreal papers representing 59% of total material carried), suggest that the long-standing problem of communications outside of the Ontario-Montreal heartland of Canada remains a considerable factor influencing information on and understanding of national issues in the country.

Category 5: Editorials in this category dealt mainly with the Dorion Inquiry, the Rivard Case and the Dupuis hearings, since these were the main topics in the category possessed of political and, possibly, bicultural overtones. As such, the patterns of editorial comment that emerged are rather surprising. By regions and languages, they worked out as follows:

	<u>Total</u>	<u>Average per Newspaper</u>
British Columbia	20	6.7
Prairie Provinces	25	4.1
Ontario	71	7.9
Quebec	25	3.6
Atlantic Provinces	13	3.3

	<u>Total</u>	<u>Average per Newspaper</u>
English Language Newspapers	138	6.0
French Language Newspapers	16	2.7

These figures, contrasted with totals for weighted column inch news coverage, make for a rather unusual relationship:

	<u>Weighted Col. In.</u>	<u>Average</u>	<u>Editorials</u>	<u>Average</u>
British Columbia	14,895.8	4,965.2	20	6.7
Prairie Provinces	27,477.1	4,579.5	25	4.1
Ontario	56,006.8	6,222.9	71	7.9
Quebec	39,337.5	5,619.6	25	3.6
Atlantic Provinces	11,186.5	2,796.6	16	2.7

Clearly, the Prairies and British Columbia newspapers though printing relatively less information on average and total, felt constrained to offer relatively more editorial comment than Quebec. This appears to be explained, in part, by the figures in table 118 below which indicate that Quebec newspapers outside of Montreal were relatively silent on this category -- printing only five editorials among the three newspapers.

Correlation with circulation, however, remained close with 12 of the top 15 in frequency of editorial comment among the top 15 in order of circulation. And the Ontario-Montreal group of 13 newspapers continued to dominate in total and average number of editorial comments with 91 of the 154 editorials for an average of 7.0 compared with 63 editorials among the other 13 newspapers for an average of 4.0.

Table 118: Editorial Comment by Newspapers, Category 5.

	<u>Newspaper</u>	<u>No. of Editorials</u>
1.	Toronto Telegram	13
2.	Vancouver Sun	11
3.	Hamilton Spectator	11
4.	Toronto Star	10
5.	Windsor Star	9
6.	Montreal Star	7

Table 118: (cont'd.)

	<u>Newspaper</u>	<u>No. of Editorials</u>
7.	Kitchener-Waterloo Record	7
8.	Toronto Globe and Mail	7
9.	Vancouver Times	7
10.	Edmonton Journal	7
11.	Calgary Herald	7
12.	Ottawa Journal	6
13.	Montreal La Presse	6
14.	Winnipeg Tribune	5
15.	London Free Press	5
16.	Montreal Gazette	5
17.	Halifax Chronicle-Herald	5
18.	Saskatoon Star-Phoenix	3
19.	Ottawa Le Droit	3
20.	Trois-Rivieres Nouvelliste	3
21.	Sydney-Cape Breton Post	3
22.	St. John Telegraph-Journal	3
23.	Winnipeg Free Press	2
24.	St. John's Telegram	2
25.	Victoria Colonist	2
26.	Quebec City Le Soleil	2
27.	Montreal Le Devoir	2
28.	Regina Leader-Post	1

No Editorials on Category 5 Reports: Sherbrooke La Tribune.

Category 6: Natural Disasters, as might be expected, did not attract any significant editorial attention during the period studied. Only 13 editorials were printed in connection with news copy surveyed -- a number insufficient to reveal any particular regional or linguistic trends.

The results:

	<u>Newspaper</u>	<u>No. of Editorials</u>
1.	Montreal Star	3
2.	Halifax Chronicle-Herald	1
3.	Montreal Gazette	1
4.	Toronto Globe and Mail	1
5.	Toronto Telegram	1
6.	Toronto Star	1
7.	Edmonton Journal	1
8.	Windsor Star	1
9.	Ottawa Journal	1
10.	Montreal La Presse	1
11.	St. John Telegraph-Journal	1

Category 7: Editorial emphasis in the Business and Economic category appeared to reflect the relatively greater interests of the Prairie Provinces and Ontario in the topics -- presumably as a result of their greater concern with export business and manufacturing and distribution. The regional and linguistic results follow:

	<u>Total</u>	<u>Average per Newspaper</u>
British Columbia	15	5.0
Prairie Provinces	44	7.3
Ontario	63	7.0
Quebec	37	5.3
Atlantic Provinces	9	2.3
English Language Newspapers	147	6.4
French Language Newspapers	21	3.5

Editorial comment related to weighted column inches of news coverage provided these results:

	<u>Weighted Col. In.</u>	<u>Average</u>	<u>Editorials</u>	<u>Average</u>
British Columbia	4,674.1	1,558.0	15	5.0
Prairie Provinces	13,384.4	2,230.7	44	7.3
Ontario	24,222.3	2,691.4	63	7.0
Quebec	12,752.7	1,821.8	37	5.3
Atlantic Provinces	4,779.8	1,194.9	9	2.3
English Language Newspapers	50,311.0	2,187.4	147	6.4
French Language Newspapers	9,502.3	1,583.7	21	3.5

Clearly, the relative editorial emphasis very closely parallels the news emphasis during the period studied.

In addition, editorial emphasis was reasonably close in correlation to circulation. Twelve of the top 15 in frequency of editorial comment were among the top 15 by circulation. Of the remaining three, two newspapers -- The Kitchener-Waterloo Record and Montreal Le Devoir -- were newspapers published in mass circulation competitive areas.

Finally, the Ontario-Montreal dominant pattern continued as well. The 13 Ontario-Montreal newspapers accounted for 94 of the 168 editorials published for an individual newspaper average of 7.2 editorials each. The remaining 16 newspapers accounted for 74 editorials, averaging 4.6 editorials each.

Table 119: Editorial Comment by Newspapers, Category 7.

<u>Newspaper</u>	<u>No. of Editorials</u>
1. Winnipeg Tribune	14
2. Toronto Star	13
3. London Free Press	11
4. Montreal Star	10
5. Toronto Globe and Mail	9
6. Kitchener-Waterloo Record	9
7. Windsor Star	8
8. Winnipeg Free Press	8
9. Vancouver Sun	8
10. Montreal La Presse	8
11. Edmonton Journal	7
12. Calgary Herald	7
13. Montreal Le Devoir	7
14. Montreal Gazette	6
15. Saskatoon Star-Phoenix	6
16. Hamilton Spectator	6
17. Toronto Telegram	5
18. Vancouver Times	5
19. Halifax Chronicle-Herald	5
20. Quebec City Le Soleil	3
21. Sydney-Cape Breton Post	2
22. Ottawa Journal	2
23. Regina Leader-Post	2
24. Victoria Colonist	2
25. Sherbrooke La Tribune	2
26. Trois-Rivieres Nouvelliste	1
27. St. John Telegraph-Journal	1
28. St. John's Telegram	1

No Editorials on Category 7 Reports: Ottawa Le Droit.

Category 8: Religion and Education editorials were relatively few in the period studied -- 82 out of a total of 1,973. This sample, at best, is on the edge of relevance.

Regional patterns were as follows:

	<u>Total</u>	<u>Average per Newspaper</u>
British Columbia	7	2.3
Prairie Provinces	10	1.7
Ontario	39	4.3
Quebec	18	2.6
Atlantic Provinces	8	2.0
English Language Newspapers	70	3.0
French Language Newspapers	12	2.0

Table 120: Editorial Comment by Newspapers, Category 8.

	<u>Newspaper</u>	<u>No. of Editorials</u>
1.	Toronto Star	8
2.	Hamilton Spectator	7
3.	Toronto Globe and Mail	6
4.	Vancouver Times	6
5.	Toronto Telegram	5
6.	Windsor Star	4
7.	London Free Press	4
8.	Montreal Star	4
9.	Halifax Chronicle-Herald	4
10.	Montreal Gazette	3
11.	Montreal La Presse	3
12.	Calgary Herald	3
13.	Winnipeg Tribune	3
14.	Montreal Le Devoir	3
15.	Kitchener-Waterloo Record	2
16.	Ottawa Journal	2
17.	St. John Telegraph-Journal	2
18.	Edmonton Journal	2
19.	Quebec City Le Soleil	2
20.	Trois-Rivieres Nouvelliste	2
21.	St. John's Telegram	2
22.	Winnipeg Free Press	1
23.	Victoria Colonist	1
24.	Regina Leader-Post	1
25.	Ottawa Le Droit	1
26.	Sherbrooke La Tribune	1

No Editorials on Category 8 reports: Vancouver Sun, Saskatoon Star-Phoenix, Sydney-Cape Breton Post.

Category 9: Results for this category were also rather inconclusive.

The only notable point is the fact that four of the six French language newspapers carried no editorials on social news items at all. The results:

<u>Newspaper</u>	<u>No. of Editorials</u>
1. Hamilton Spectator	8
2. Toronto Telegram	4
3. Edmonton Journal	3
4. Calgary Herald	3
5. Vancouver Sun	2
6. Winnipeg Tribune	2
7. Toronto Star	2
8. Toronto Globe and Mail	2
9. London Free Press	2
10. Quebec City Le Soleil	2
11. Halifax Chronicle-Herald	2
12. Sydney-Cape Breton Post	2
13. St. John Telegraph-Journal	1
14. Vancouver Times	1
15. Victoria Colonist	1
16. Winnipeg Free Press	1
17. Ottawa Journal	1
18. Kitchener-Waterloo Record	1
19. Trois-Rivieres Nouvelliste	1
20. Montreal Star	1
21. Montreal Gazette	1

No Editorials on Category 9 Reports: Regina Leader-Post, Saskatoon Star-Phoenix, Windsor Star, Ottawa Le Droit, Montreal La Presse, Sherbrooke La Tribune, Montreal Le Devoir, St. John's Telegram.

Category 10: Again the total number of editorials in this category was really too small for any valid conclusions for the period studied. Agriculture, apparently, was not a major concern of the nation's editorial writers. As would be expected, 11 of the 20 editorials were printed by Prairie newspapers.

<u>Newspaper</u>	<u>No. of Editorials</u>
1. Winnipeg Tribune	5
2. Edmonton Journal	2
3. Saskatoon Star-Phoenix	2
4. London Free Press	2
5. Vancouver Sun	1
6. Calgary Herald	1
7. Regina Leader Post	1

	<u>Newspaper</u>	<u>No. of Editorials</u>
8.	Toronto Star	1
9.	Toronto Telegram	1
10.	Toronto Globe and Mail	1
11.	Windsor Star	1
12.	Montreal Star	1
13.	Montreal Gazette	1

Category 11: Maritime matters were also largely ignored, with Toronto, Kitchener-Waterloo, London and Montreal English language newspapers providing all nine of the editorials printed, dealing with affairs of the SIU and its trustees. The results: Toronto Star, Toronto Globe and Mail, London Free Press, two editorials each; Montreal Star, Montreal Gazette, Kitchener-Waterloo Record, one editorial each.

Category 12: Obituaries were supported by editorial comment on 56 occasions, roughly in correlation with weighted column inch news coverage. The smallness of the sample confirmed that obituary tributes do not rank as major editorial concerns.

The results:

Table 121: Editorial Comment by Newspapers, Category 12.

	<u>Newspaper</u>	<u>No. of Editorials</u>
1.	Winnipeg Free Press	3
2.	London Free Press	3
3.	Hamilton Spectator	3
4.	Windsor Star	3
5.	Ottawa Journal	3
6.	Montreal Gazette	3
7.	Sydney-Cape Breton Post	3
8.	St. John Telegraph-Journal	3
9.	Halifax Chronicle-Herald	2
10.	Toronto Star	2
11.	Toronto Globe and Mail	2
12.	Toronto Telegram	2
13.	Kitchener-Waterloo Record	2
14.	Calgary Herald	2
15.	Regina Leader-Post	2
16.	Saskatoon Star-Phoenix	2
17.	Winnipeg Tribune	2

Table 121: (cont'd.)

	<u>Newspaper</u>	<u>No. of Editorials</u>
18.	Quebec City Le Soleil	2
19.	Montreal Star	2
20.	Vancouver Sun	1
21.	Vancouver Times	1
22.	Victoria Colonist	1
23.	Edmonton Journal	1
24.	Ottawa Le Droit	1
25.	Montreal La Presse	1
26.	Sherbrooke La Tribune	1
27.	Trois-Rivieres Nouvelliste	1
28.	Montreal Le Devoir	1
29.	St. John's Telegram	1

Category 13: The conduct of Canadian foreign policy was a subject of editorial comment on 141 occasions in a pattern that emphasized two interest aspects. First, English language newspapers carried more than twice as many supporting editorials as French language newspapers and, second, the Ontario-Montreal group of 13 newspapers held a significant edge over papers in the rest of the country.

Regional, linguistic and other variations are noted below:

<u>Newspaper and Region</u>	<u>Total</u>	<u>Average per Newspaper</u>
British Columbia	14	4.7
Prairie Provinces	29	4.8
Ontario	64	7.1
Quebec	26	3.7
Atlantic Provinces	8	2.0
English Language Newspapers	127	5.5
French Language Newspapers	14	2.3
Ontario-Montreal Newspapers	85	6.6
Other 16 Newspapers	56	3.5

There was also a close correlation with circulation with 13 of the top 15 by frequency of editorial comment among the top 15 in order of circulation. The other two newspapers -- the Ottawa Journal and Kitchener-

Waterloo Record -- were within mass circulation competitive areas.

Compared with weighted column inch news averages, it is notable that French language newspapers appear to report Canadian foreign policy news just as fully as English language newspapers (averages of 884.0 and 886.0 weighted col. in. respectively) but make far fewer comments upon it.

Table 122: Editorial Comment by Newspapers, Category 13.

<u>Newspaper</u>	<u>No. of Editorials</u>
1. Hamilton Spectator	13
2. Toronto Telegram	11
3. Ottawa Journal	9
4. Montreal Gazette	8
5. Edmonton Journal	7
6. Calgary Herald	7
7. Winnipeg Tribune	7
8. Montreal Star	7
9. Vancouver Sun	6
10. Toronto Star	6
11. London Free Press	6
12. Windsor Star	6
13. Toronto Globe and Mail	5
14. Kitchener-Waterloo Record	5
15. Montreal La Presse	5
16. Winnipeg Free Press	4
17. Vancouver Times	4
18. Sydney-Cape Breton Post	4
19. Victoria Colonist	4
20. Saskatoon Star-Phoenix	3
21. Ottawa Le Droit	3
22. Quebec City Le Soleil	3
23. St. John Telegraph-Journal	3
24. Regina Leader-Post	1
25. Sherbrooke La Tribune	1
26. Trois-Rivieres Nouvelliste	1
27. Montreal Le Devoir	1
28. Halifax Chronicle Herald	1

No Editorials on Category 13 Reports: St. John's Telegram.

Category 14: Only 44 editorials were written on medical and scientific topics, the majority on medicare. Of these, more than half (23) were carried by Ontario region newspapers. French language newspapers accounted for only three editorials, but the sample is sufficiently small to make results inconclusive.

Table 123: Editorial Comment by Newspapers, Category 14.

	<u>Newspaper</u>	<u>No. of Editorials</u>
1.	Toronto Star	5
2.	London Free Press	5
3.	Montreal Star	4
4.	Toronto Globe and Mail	3
5.	Edmonton Journal	3
6.	Toronto Telegram	3
7.	Ottawa Journal	3
8.	Regina Leader-Post	2
9.	Montreal Gazette	2
10.	Windsor Star	2
11.	Montreal La Presse	2
12.	Halifax Chronicle-Herald	2
13.	Vancouver Sun	1
14.	Vancouver Times	1
15.	Calgary Herald	1
16.	Winnipeg Free Press	1
17.	Winnipeg Tribune	1
18.	Hamilton Spectator	1
19.	Kitchener-Waterloo Record	1
20.	Sherbrooke La Tribune	1

No Editorials on Category 14 Reports: Victoria Colonist, Saskatoon Star-Phoenix, Ottawa Le Droit, Quebec City Le Soleil, Trois-Rivieres Nouvelliste, Montreal Le Devoir, St. John Telegraph-Journal, Sydney-Cape Breton Post, St. John's Telegram.

Category 15: The 15 editorials carrying on topics involving the Canadian armed forces were also too small a sample for conclusive results. It is perhaps significant, however, that no French language newspaper was included.

The results:

	<u>Newspaper</u>	<u>No. of Editorials</u>
1.	Winnipeg Tribune	2
2.	Hamilton Spectator	2
3.	Halifax Chronicle-Herald	2
4.	Vancouver Times	1
5.	Victoria Colonist	1
6.	Calgary Herald	1
7.	Saskatoon Star-Phoenix	1
8.	Winnipeg Free Press	1
9.	Toronto Star	1
10.	Toronto Globe and Mail	1
11.	London Free Press	1
12.	Kitchener-Waterloo Record	1

SECTION 3: TIME LAG

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A measure of broad performance by the newspapers studied was provided by examination of time lag factors. As noted, reports appearing in newspapers from 1-7 days after they were first available were annotated so that cumulative totals of the frequency of time lag could be secured. By such reckoning, newspapers which dug up their reports ahead of rivals, or which consistently printed news on the day it was available, would tend to have a relatively low time-lag rating, while those which seldom secured news "beats" or were consistently late in picking up news reports would have a higher rating.

Gross figures, however, are misleading since newspapers which omitted reports entirely would not appear in the scale of measurement. Consequently, in an effort to balance out this distortion, time lag was worked out as a relationship to amount of weighted column inches of news material actually published. This was based on the ratio:

$$\frac{\text{Time Lag}}{\text{Weighted Col. In.}} : \frac{x}{100}$$

The results were as follows:

Table 124: Time lag by newspapers:

1.	Regina Leader-Post	774
2.	Winnipeg Free Press	493
3.	Saskatoon Star-Phoenix	307
4.	Montreal Le Devoir	281
5.	Montreal La Presse	242
6.	Vancouver Sun	223
7.	Sydney-Cape Breton Post	220
8.	Winnipeg Tribune	213
9.	Victoria Colonist	213
10.	Quebec City Le Soleil	208
11.	Montreal Gazette	207
12.	Toronto Globe and Mail	197
13.	Montreal Star	172
14.	Halifax Chronicle-Herald	166
15.	Calgary Herald	166

Table 125: (cont'd.)

16.	Ottawa Le Droit	161
17.	Trois-Rivieres Nouvelliste	157
18.	London Free Press	157
19.	St. John Telegraph-Journal	140
20.	Ottawa Journal	136
21.	Windsor Star	135
22.	Edmonton Journal	135
23.	Sherbrooke La Tribune	132
24.	St. John's Telegram	130
25.	Hamilton Spectator	127
26.	Kitchener-Waterloo Record	124
27.	Toronto Telegram	107
28.	Toronto Star	92
29.	Vancouver Times	77

Table 125: Revised ratios -- time lag to weighted col. in. coverage:

1.	Toronto Star	.3
2.	Toronto Telegram	.4
3.	Montreal Star	.5
4.	Vancouver Times	.5
5.	Kitchener-Waterloo Record	.5
6.	Hamilton Spectator	.5
7.	Windsor Star	.5
8.	London Free Press	.6
9.	Ottawa Journal	.6
10.	Toronto Globe and Mail	.6
11.	Montreal La Presse	.7
12.	Ottawa Le Droit	.7
13.	Sherbrooke La Tribune	.8
14.	Calgary Herald	.8
15.	Edmonton Journal	.8
16.	Quebec City Le Soleil	.8
17.	Montreal Gazette	.9
18.	Trois-Rivieres Nouvelliste	.95
19.	Vancouver Sun	1.0
20.	Halifax Chronicle-Herald	1.0
21.	Winnipeg Tribune	1.1
22.	St. John Telegraph-Journal	1.1
23.	Saskatoon Star-Phoenix	1.3
24.	Montreal Le Devoir	1.3
25.	Victoria Colonist	1.3
26.	Sydney-Cape Breton Post	1.4
27.	St. John's Telegram	1.9
28.	Winnipeg Free Press	2.4
29.	Regina Leader-Post	3.2

Table 126: Instances of time lag by categories:

		<u>Ratio</u>
Category 1	388	1.5
Category 2	1,260	.75
Category 3	365	.65
Category 4	625	1.0
Category 5	995	.8
Category 6	206	.86
Category 7	689	1.2
Category 8	209	1.2
Category 9	232	1.6
Category 10	124	1.9
Category 11	36	.9
Category 12	45	1.3
Category 13	329	1.3
Category 14	260	1.3
Category 15	129	1.9

From these results, it is apparent that qualitatively as well as quantitatively, the Ontario-Montreal newspapers held a substantial edge in unearthing and/or publishing information during the period of this study. The 13 central newspapers had a mean ratio for time lag of .54 compared with a mean ratio for the other 16 newspapers of 1.27.

By regions, the pattern was as follows:

British Columbia	.93
Prairie Provinces	1.60
Ontario	.52
Quebec	.85
Atlantic Provinces	1.35

The complicating factor of respective time zones would ordinarily be presumed to work in favour of the Prairie and British Columbia region newspapers. However, it is arguable that this is offset, in part, by the relatively greater number of newspapers sharing agency wire facilities on Western Canada circuits. And, accordingly, no adjustment is made in the above results.

By categories of information, the low ratios for federal and provincial politics correlate closely with the general news and editorial

attention given to these topics during the period studied. To a degree, there seems to be a defensible relationship between time lag and presumed interest value of the information relayed.

CONCLUSIONS:

So far as the 20 newspapers examined during the period from January 11 - June 30, 1965 are concerned, it seems reasonable for the following conclusions to be drawn:

(1) Individuals relying on these newspapers for their primary information on national news in Canada are offered a very widely varied range of information in terms of total amount, subjects stressed, editorial comment or guidance and time of delivery.

(2) The five regions of Canada -- British Columbia, the Prairie Provinces, Ontario, Quebec and the Atlantic Provinces -- all exhibit distinctive characteristics so far as their daily news profile is concerned. It is not too much to suggest that the differences of selection and stress involved make it unlikely that persons in any of these regions can readily secure information in balance and context about the nation as a whole.

(3) English and French language newspapers also differ markedly in their selection and emphasis of national news. It is our view that these differences are greater in degree than even those between regions and that, to a large extent, they can be summed up as mutual separation. French language newspapers tend to be preoccupied with the affairs of their nation -- Quebec. English language newspapers tend to be preoccupied with their nation too. In addition, the relative emphasis given to various topics by the two language groups varies considerably.

(4) A significant imbalance exists between information and comment offered by the 13 newspapers of the Ontario-Montreal "heartland" and the rest of the country. The Ontario-Montreal group, presumably as a consequence of advantages of location, circulation and newsgathering facilities available, is better served in terms of the amount and variety of news copy available and the amount and variety of editorial comment and guidance.

APPENDIX A

Newspapers missing from the study:

January 12: Hamilton Spectator
Trois-Rivieres Nouvelliste

January 13: Quebec City Le Soleil

January 16: Quebec City Le Soleil

April 1: Calgary Herald

May 6: Montreal Star

May 13: Toronto Globe and Mail

May 21: Regina Leader-Post

May 26: Saskatoon Star-Phoenix

June 2: Toronto Telegram

June 4: Kitchener-Waterloo Record
Halifax Chronicle-Herald

June 5: Windsor Star

June 7: Hamilton Spectator
Calgary Herald

June 8: Edmonton Journal

June 9: Ottawa Journal

June 10: Calgary Herald
Regina Leader-Post

June 17: Toronto Star
Ottawa Journal

June 18: London Free Press

June 19: Toronto Star
Toronto Globe and Mail

June 21: Winnipeg Free Press

June 23: Saskatoon Star Phoenix
Montreal Star

APPENDIX A (cont'd.)

June 25: Winnipeg Tribune
 Kitchener-Waterloo Record
 St. John Telegraph-Journal

June 26: Saskatoon Star-Phoenix
 Winnipeg Free Press
 Toronto Telegram

APPENDIX B

Research Staff:

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